AMOA '96 PREVIEW

# PLAY METER Magazine

VOLUME 22, No. 10
FOR THE COIN-OP ENTERTAINMENT/FEC INDUSTRY
SEPTEMBER 1996

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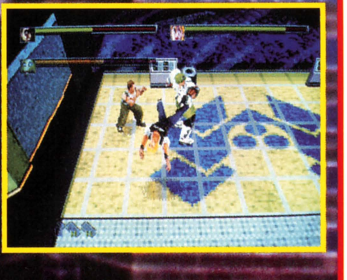

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# News BULLETIN

### Bushnell debuts Internet products

*San Francisco, Calif.*–Nolan Bushnell, the father of video games, has introduced his latest venture: Aristo. He and partner Mouli Cohen invited a slate of distributors to a special product preview of new Internet entertainment products for the hospitality industry. The three products shown were TeamNet, TouchNet, and MusicNet.

TeamNet is a coin-op interactive system which allows two teams to compete against each other, either physically in the same location or in separate locations through an Internet connection. TouchNet is a compact, coin-op game system engineered to sit on a countertop and accommodate eight to 12 games simultaneously. In addition to playing games and participating in contests and prize events, customers can also choose to chat via the Internet, initiating conversations with patrons in other restaurants or bars.

MusicNet is a jukebox that provides access to thousands of titles via an Internet connection to Aristo's central server database. MusicNet allows customers to purchase merchandise for their favorite bands or tickets to upcoming concerts and events. Bushnell said that Aristo's goal is to create games that represent new technology and new ways for people to play. We'll have more for you on this meeting in our next issue.

### Amusement Consultants designs Las Vegas FEC

*New Rochelle, N.Y.*–Michael Getlan of Amusement Consultants announces the company's newest project: the 32,000-square-foot Coney Island Emporium™ family entertainment center to be located at the New York New York Casino Hotel in Las Vegas, Nev. The hotel is situated at the hottest four corners in Las Vegas (intersection of Tropicana Blvd. and Las Vegas Blvd.), where visitors can find the MGM, Excalibur, and Tropicana hotels. New York New York is a partnership of the Primadonna Corp. and the MGM.

According to Getlan, the FEC will contain a fully themed laser tag facility, bumper cars, shooting gallery, 22 midway game stands, and approximately 175 pieces of coin-op equipment. It will be on the second floor of the hotel above the casino. Coney Island Emporium™ is at the entrance and exit to the $12 million Manhattan Express roller coaster that is part of the entertainment offerings. Look for a grand opening around Dec. 15.

### The final word on cigarette vending

*Washington, D.C.*–In late August President Clinton signed the Federal Drug Administration proposal to regulate tobacco as a drug. A ban on cigarette vending is one of the measures recommended in the proposal. Studies indicate that only two percent of young people obtain cigarettes through vending machines, and even pro-ban cigarette maker Philip Morris recognizes that such a ban would not curb teenage smoking.

### AMOA names interim executive

*Chicago, Ill.*–Tom Nelson, senior associate at AMOA's management firm Smith Bucklin & Assoc., has been named interim executive vice president of AMOA. He will serve in that capacity until the AMOA board convenes in September at the Expo. Marian Griffin and other AMOA staff members will assist Nelson, whose role will be that of primary point person responsible for key day-to-day decision making.

### Williams ships *War Gods*

*Chicago, Ill.*–Williams Bally/Midway was scheduled to ship its *War Gods* 3-D fighting game–originally shown at ACME '96 in Orlando–during the third week of August, a company spokesman said. The game will feature new game play and fatalities not seen in the original offering, media relations manager Pat Fitzgerald said. "It's testing really well," he added. This revised release date has pushed back plans for the home version debut of the game. "There will not be a home game this Christmas," Fitzgerald said. "The earliest we'll see it is late spring, maybe later."

In other company news, recent restructuring in the pinball division has reduced the number of design teams from eight to six. This will likely result in fewer pin game releases from Williams and Bally, which have collectively put out eight games annually. "Just the math alone will have some effect on the number of games," Fitzgerald noted. "There's not a set number. We will see what tests well."

### AMOA '96 Expo happenings

◆ G.L. Technology will award a consumer unit of its popular golf game, known as *Electronic Putting Challenge*, to the lowest scorer at its annual putting contest held during the show. The game, a home version of *Putting Challenge II*, was voted Outstanding Personal Electronic Invention in Hammacher Schlemmer's Search for Invention.

◆ Williams Bally/Midway is inviting distributors and operators to its product unveiling party on Wed., Sept 25 at Union Station, 5 p.m. Titled "Wild Wild Williams Lone Star Express," it will also be the occasion to present the company's first Operator of the Year award.

◆ The Century Club will meet Fri., Sept. 27 at 3:00 p.m. during the show. Fred Skor of World Wide Distributing is a sponsor of the event.

### Industry legend Lipkin to be honored

*Northville, Mich.*–Shuffleboard legend Sol Lipkin will be honored by the National Shuffleboard Hall of Fame when the 1996 North American Shuffleboard Championships begins Oct. 18 at the Sands Regency Hotel Casino in Reno, Nev. Lipkin will be presented with a plaque recognizing his recent induction into that institution.

### Jones sells Arjay Export

*Centerville, Mass.*–Well-known industry figure Robert M. Jones, president and owner of Arjay Export Co. Inc., an-

# News BULLETIN

nounced in late August that he would sell his company to his son Bruce Jones effective Sept. 1. Jones is stepping out of the limelight after a 60-year career. He will stay on as a consultant to conclude some unfinished projects.

Bruce Jones returned to the United States about a year ago to work with his dad after residing in Australia for 17 years. He explained that the new company, named Prestige Games Inc., will stay in Centerville and continue the production and sales of the popular *Quarter Horse* game, as well as expand the export of used and refurbished casino equipment worldwide. Jones' recent travels have focused on South America, Africa, Europe, and the Caribbean. In addition, several new products are in development.

## Cleveland Coin opens new office

*Livonia, Mich.*—Cleveland Coin recently opened its new distribution office in Livonia, Mich., which is more than twice the size of its previous Detroit area location. The new 20,000-square-foot facility's parts department will be twice as big, and the service department has tripled in size.

"We have experienced good, steady growth in the region ever since we opened up the market in the mid-1980s," explained Byron Howard, who heads up the Michigan operation. "The support we've received from our local operators has been gratifying and we will continue to support them with our commitment to service and selection of equipment in the future."

Howard noted several other reasons behind the expansion, including a large used game market which complements Cleveland Coin's status as a liquidator of seasonal park stock and the weakening of certain competitive lines in the music and vending fields that has created marketing opportunities.

Cleveland Coin also announced the creation of a wholesale redemption toy division and a 45,000-square-foot warehouse in Cleveland. All redemption products are presently available with a bar code generated at the new facility. Alex Shaheen, who heads the new division, explained: "Our goal is to bring the redemption game room into the mainstream of retail merchandising and controls."

## Photo Vend introduces finance program

*Fort Meyers, Fla.*—Photo Vend Intl. has introduced a new financing program designed for street operators. It offers terms of no money down and no payment for six months with a minimum purchase of five units. PVI's Mark Trotter says this allows operators to generate positive cash flow before having to make that first payment. "We believe this is a program that many operators will want to take advantage of," he added. For more information, call (510)468-7500; fax (510)468-7511.

## Post-AMOA open houses

- ◆ Betson Enterprises: Oct. 5—Betson Philadelphia 1 p.m.-6 p.m.; Oct. 9—Betson New Jersey, 1 p.m.-7 pm.; Oct. 12—Pittsburgh, Pa., 10 a.m.-2 p.m.; Oct. 16—Norwood, Mass., 1 p.m.-6 p.m.; Oct. 20—Syracuse, N.Y., Noon-5 p.m.
- ◆ Mondial Dist.: Oct. 9—Springfield, N.J.; Oct. 12—Bensalem, Pa.; Oct. 16—Norwood, Mass. All are scheduled for the afternoon.
- ◆ Mountain Coin Dist.: Oct. 16—Albuquerque, N.M.; Oct. 18—Denver, Colo.; Oct. 22—Phoenix, Ariz.; Oct. 25—Las Vegas, Nev.; Oct. 29—Salt Lake City, Utah. All are set for 11 a.m.-5 p.m.

## Web watch

*San Diego, Calif.*—Randy Fromm's Amusement Industry Magazine online resource publication on the Internet has a new Web address (http://198.70.210.46/aim).

*New Orleans, La.*—Play Meter also has a new Web address (http://198.70.210.46/aim/pmhome.html).

*Garden Grove, Calif.*—The Latin Jukebox has launched a Web site (www.latinjukebox.com), the industry's first one-stop in cyberspace. It offers e-mail, ordering capabilities, an extensive song database, the Latin Top 30 Chart, and the current Latin Beat column. Soon the site will offer real audio, showcasing new artists and songs and artist biography pages.

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**At Sega Pinball's Melrose Park, Ill., facility the design and production team celebrates the third run of the successful *Cut The Cheese* coin drop redemption game, (l-r): Kurt Anderson, Phillis Rosenthal, Brian Rudolph, Orin Day, John Borg, Joe Kaminkow, and Gilberto Vasquez.**

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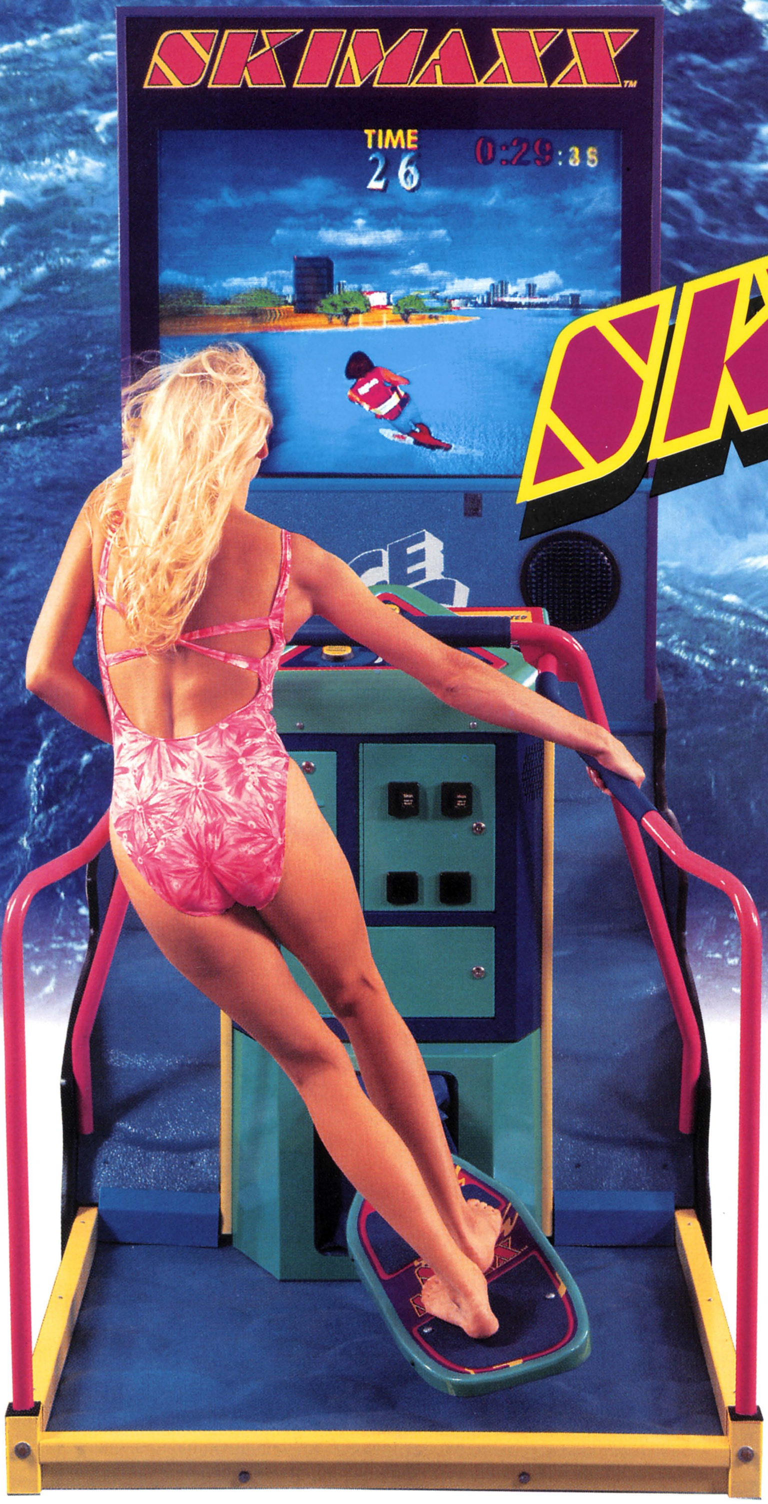
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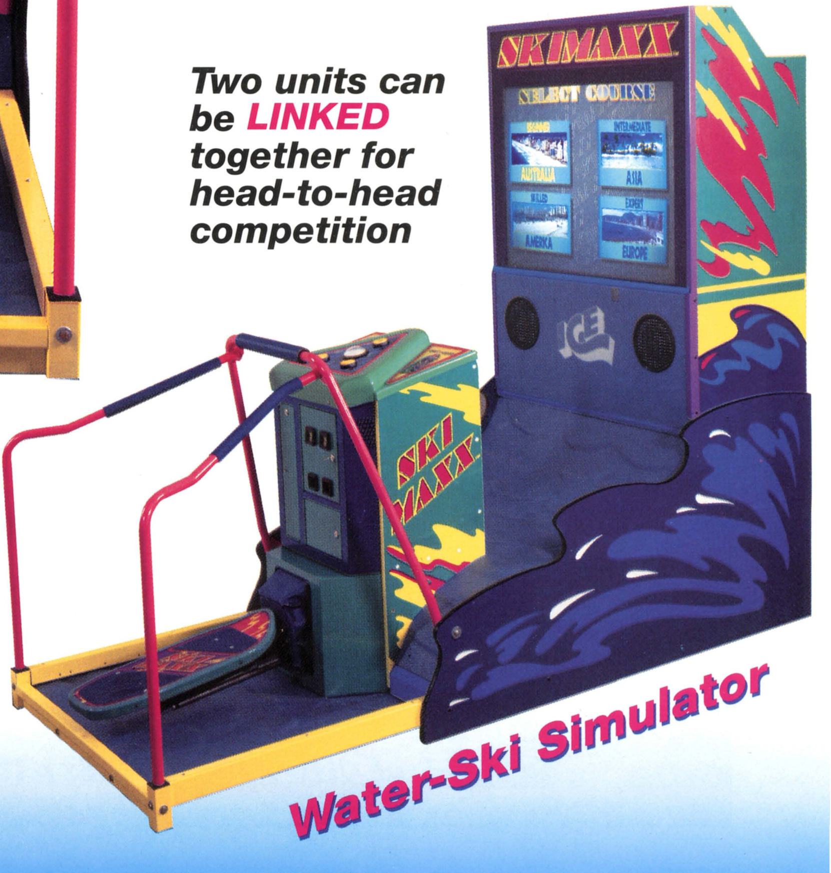
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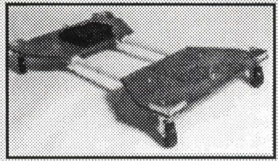

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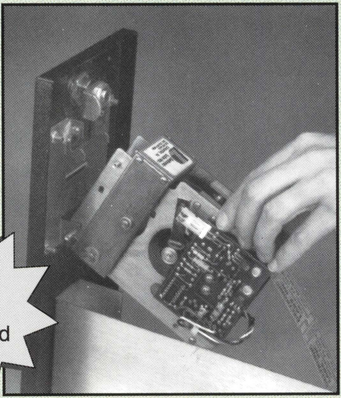

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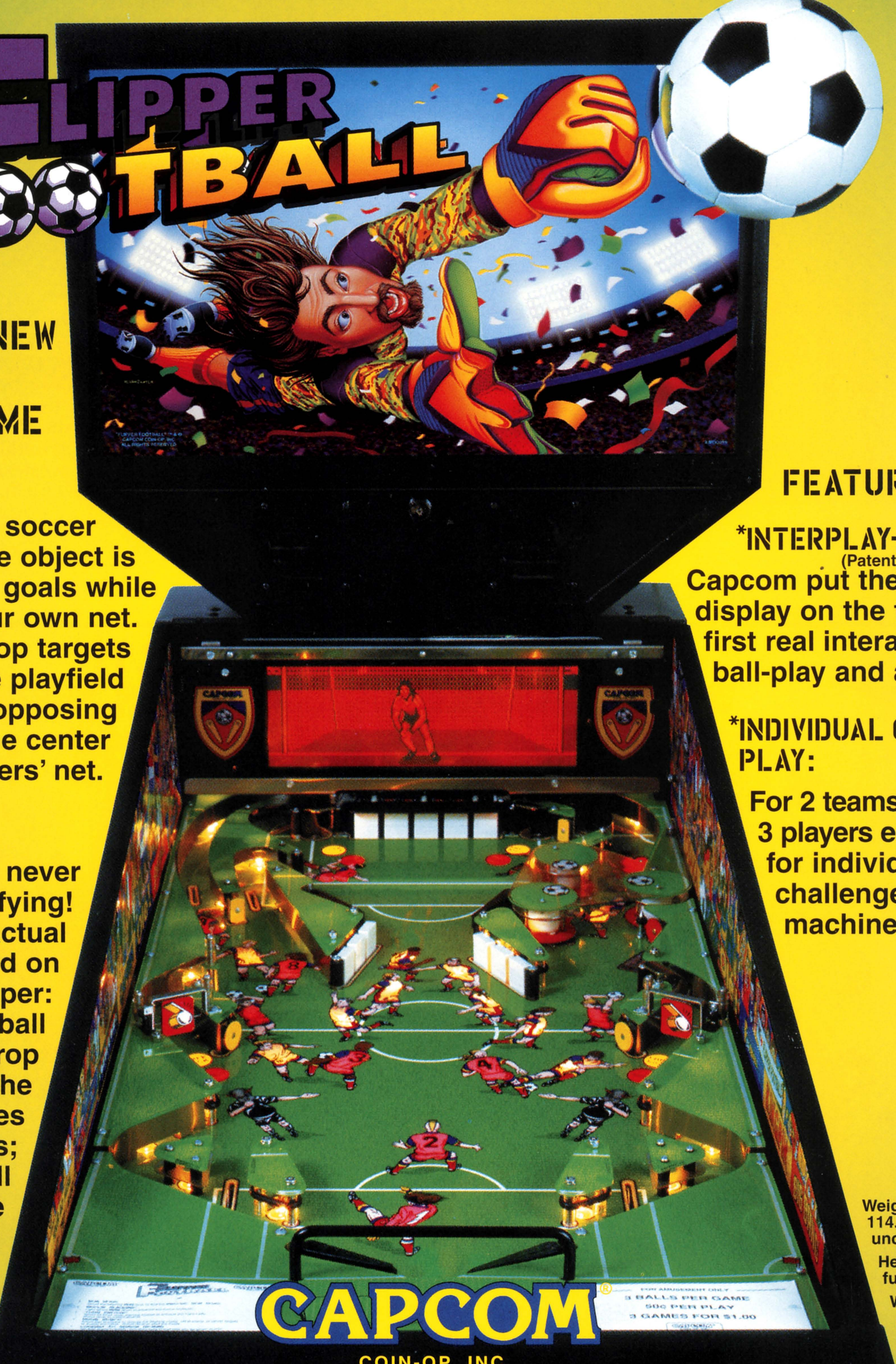

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VOLUME 22
NO. 10
SEPTEMBER 1996

# TABLE OF CONTENTS

## 84

### AMOA EXPO '96: WELCOME TO "BIG D"

Put on your cowboy boots and mosey on over to Dallas, Texas, for an exhibition of the latest coin-op games and related equipment at the Dallas Convention Center Sept. 26-28. Read about the attractions, restaurants, shopping, and entertainment available in the host city and check out the schedule of events, exhibitor list, and floor plan.

## 133

### MANAGEMENT: BUYING A BUSINESS

In a follow-up to June's article on selling your business, our management expert details the steps to consider when buying a going concern. His insights, which are helpful for both the buyer and the seller, include the financial review, physical assets, and legal and operational issues involved in the evaluation process.

## 146

### FEC FOCUS: LASER TAG PART IV

Ten years after adding laser tag as an attraction, Ed Pearson of the Seattle Funplex knows what it takes to have a successful operation. He cites the "diversity of the clientele" as laser tag's major contribution to the 28,000-square-foot facility, and calls it "a terrific addition to our overall mix."

## DEPARTMENTS

News Bulletin ........................3
From the Editor ........................12
Equipment Poll ........................14
Mailbox ........................18
Coin-Op News ........................20
International Scene ........................33
Up Front ........................44
Who's News ........................46
Beyond the Playfield ........................50
From Left Field ........................54
Cover Story ........................56
News Feature-Arachnid ........................64
Distributor Meeting-Smart ........................68
The Light Side ........................76
AMOA Agenda ........................78
Nostalgia ........................82
Coinman Interview ........................110
Anniversary-Prizes! ........................120
Q & A ........................128
Scoring Success ........................139
Redemption Report ........................142
Ticket Tech ........................144
FEC Handbook ........................148
Open House ........................153
Quarter Notes ........................154
State Show-PAMMA ........................156
The Legal Eagle ........................158
Tax Tips ........................160
Technical Topics ........................164
Battle Tech ........................170
Sporting Edge ........................172
What's New ........................178
Classified ........................187
Calendar ........................234

## COVER

To prepare for the upcoming AMOA Expo in Dallas, the NSM-America team visits the saloon at Cadillac Ranch, an authentic country western bar in Bartlett, Ill. (Photographed by Mike Kelly)

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FROM THE **EDITOR**

# Just tell me who's **back there!**

VALERIE COGNEVICH

It was Mardi Gras day and I'd been especially lucky in catching some dazzling beads off of the floats. I couldn't resist hanging some of the best on my rearview mirror to remind me of how much fun I'd had. Unfortunately, the dazzling memories came crashing down along with the mirror before I even got home. I crammed the whole pile of stuff—beads and mirror—into the center console figuring that I'd stop by Auto Zone, buy a tube of that glue that guarantees that your mirror will never come down again, and put the rearview mirror back on the windshield.

For the time being, I simply adjusted my two outside mirrors and I was in business. At first it was awkward and I felt uncomfortable driving without that rearview mirror. I was constantly glancing at the glue blob, and I never knew what was behind me. Not to mention that I had to brush my hair blindly.

I drive a Suburban and when I'd push the button to let the back window up or down, instead of being able to see in the mirror, I'd have to turn around while trying to hold down the button—a contortionist couldn't have found a convenient way to handle this. When the kids would fight in the back seat, I couldn't subtly gaze their way anymore, so I just listened to the bickering.

Well, the days went by. Weeks went by. Even months went by and I still hadn't visited Auto Zone to buy that glue. In fact, I never even thought about the glue anymore because gradually I became adept at checking on the traffic behind me with my side mirrors, and I did find a fairly comfortable way to see the window in back.

After a year or so of life with no rearview mirror, I never even missed that rearview mirror. Friends would ask me how I could drive with no rearview mirror; I'd answer that it just doesn't bother me.

But let's face it, driving without a rearview mirror is not real pleasant. There are times that police cars are right on your bumper and you don't notice them until they're telling you to pull over. And there's that kid-fighting thing in the back seat; you're just not sure who to yell at because you didn't actually SEE the circumstances of the fight. In thinking it over, it's a pain in the neck to be minus a rearview mirror.

So what's the point here? Simple. Too often we're willing to settle for less than we should for any number of reasons. Instead of being diligent about buying that glue, I just adapted to my missing mirror and pretty soon I wasn't even worried about it anymore. We do things like that in our businesses too often. We notice that the games we have are getting a bit older and maybe collections are off somewhat. We know it's time for new games or an update in the game room, but as time passes we're too willing to adjust to doing without than to invest in changing. We get used to it.

Many times the reason for settling for less is that the price of equipment is out of sight. Yes, it's true that games cost more than your first car and maybe even your first house! But there's no way to get around the fact that you must have new equipment to generate excitement and entice repeat customers. But it's not just games, there's the atmosphere and the merchandise you're offering to your redemption customers.

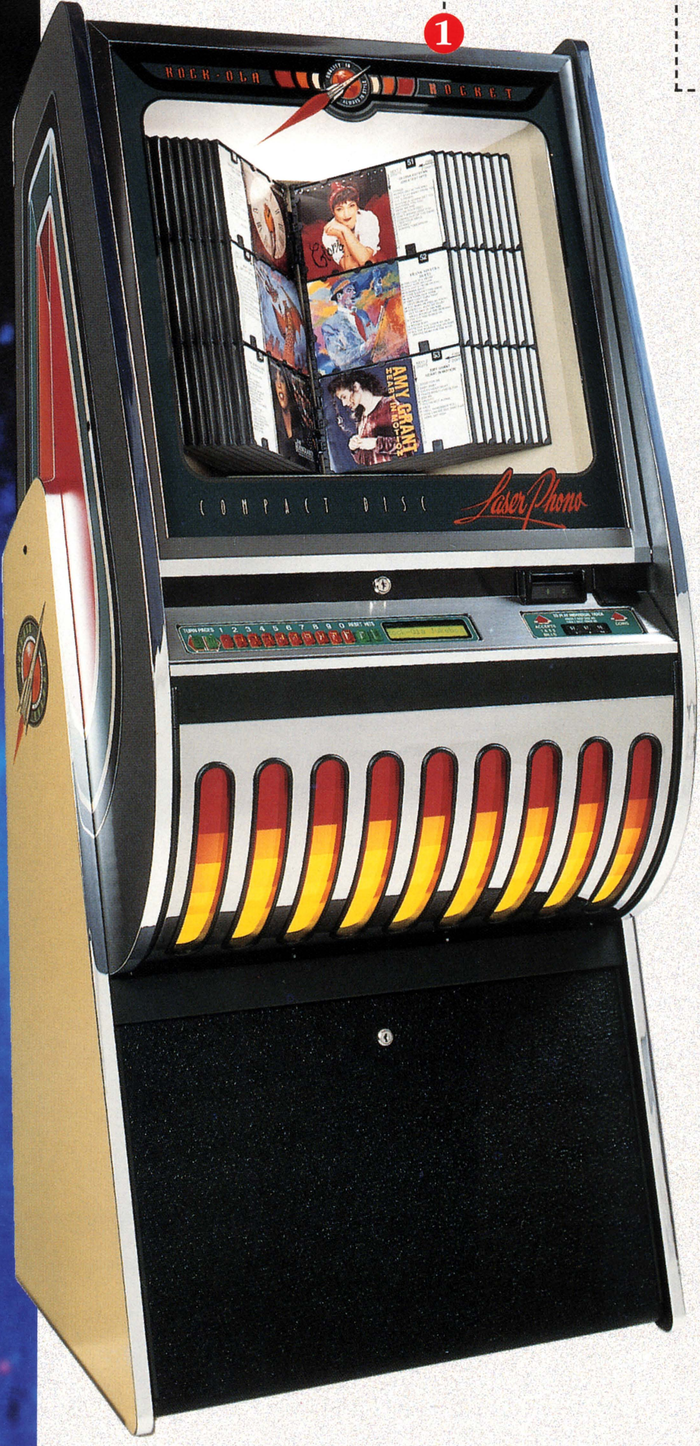
Remember when that wallpaper in the bathroom peeled off? It looked so bad that you mentally made a note to do something about it—pronto. Five months later I bet you don't even notice it anymore. And how about that huge rip in the carpet that you were so mad about? It's probably still there but it's not a main concern anymore. Certainly it doesn't look bad enough to take time away from really important things to fix it. Wrong. You can believe that every customer that uses that rest room notices that wallpaper and the torn carpet. No, these aren't huge problems in the scheme of things. But lots of little things add up to a second-rate facility.

It all has to do with perception, a mental image. Maybe you don't notice that duct tape holding up the ceiling anymore, but your customers will. Don't ever forget that you will never have a second chance to make a first impression. ▲

# ROCKET

## Rock-Ola's New 3-In-One Convertible

**1.** ***The 3-in-1 Convertible Rocket***
An entirely new concept in Jukebox Design that features a removable base. Either way, the 6-Up Title Display and the new 32 Character LCD Display will attract attention in any location.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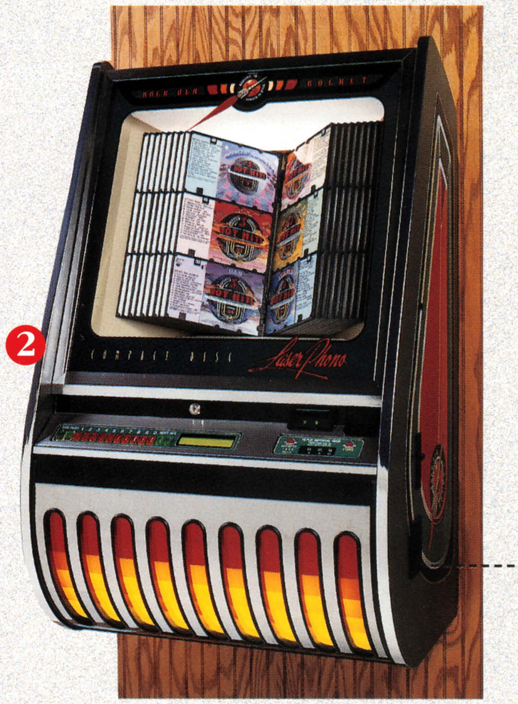
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# Equipment Poll

## VIDEO & PINBALL COMBINED

| GAME | MO. ON CHART | MO. IN TOP 10 |
|---|---|---|
| 1. Cruis'n USA *(Midway)* | 22 | 22 |
| 2. Daytona USA *(Sega)* | 24 | 24 |
| 3. Bust-A-Move Again *(Taito)* | 8 | 1 |
| 4. Cyber Cycles *(Namco)* | 11 | 5 |
| 5. Alpine Racer *(Namco)* | 9 | 9 |
| 6. Time Crisis *(Namco)* | 5 | 5 |
| 7. Area 51 *(Atari)* | 9 | 9 |
| 8. Megatouch IV *(Merit)* | 4 | 4 |
| 9. Golden Tee 3D Golf *(Incred. Tech)* | 10 | 3 |
| 10. OutRunners *(Sega)* | 35 | 21 |
| 11. Attack From Mars *(Bally)* | 5 | 4 |
| 12. Tekken 2 *(Namco)* | 11 | 9 |
| 13. Metal Slug *(SNK)* | 3 | 1 |
| 14. Indy 500 Twin *(Sega)* | 5 | * |
| 15. Sega Rally *(Sega)* | 11 | 3 |
| 16. The Addams Family *(Bally)* | 54 | 46 |
| 17. Manx TT *(Sega)* | 5 | 2 |
| 18. NBA Hang Time *(Midway)* | 3 | 1 |
| 19. Solitaire Challenge *(Dynamo)* | 26 | 10 |
| 20. Virtua Cop 2 *(Sega)* | 9 | 4 |
| 21. Arabian Nights *(Williams)* | 1 | * |
| 22. Ridge Racer 2 *(Namco)* | 17 | 5 |
| 23. Pang 3 *(Worldwide)* | 1 | * |
| 24. Soul Edge II *(Namco)* | 1 | * |
| 25. Viper Phase 1 *(Fabtek)* | 8 | 1 |
| 26. Theatre of Magic *(Bally)* | 16 | 9 |
| 27. Megatouch *(Merit)* | 11 | 5 |
| 28. Lucky & Wild *(Namco)* | 37 | 5 |
| 29. Killer Instinct 2 *(Midway)* | 6 | 2 |
| 30. D&D Shadow Over Mystara *(Capcom)* | 4 | * |
| 31. Puzzle de Pon *(SNK)* | 1 | * |
| 32. Safecracker *(Williams)* | 2 | * |
| 33. Twister *(Sega)* | 2 | * |
| 34. Magical Touch *(Micro)* | 7 | 2 |
| 35. 19XX *(Capcom)* | 1 | * |
| 36. World Cup Soccer *(Bally)* | 26 | 18 |
| 37. Windjammers *(SNK)* | 6 | 2 |
| 38. Virtua Fighter 2 *(Sega)* | 19 | 12 |
| 39. T-MEK *(Atari)* | 21 | 3 |
| 40. Aero Fighters 3 *(SNK)* | 2 | * |
| 41. Tournament Solitaire *(Dynamo)* | 10 | 1 |
| 42. Star Trek: TNG *(Williams)* | 32 | 23 |
| 43. Strikers 1945 *(Worldwide)* | 4 | * |
| 44. Pinball Magic *(Capcom)* | 9 | * |
| 45. Congo *(Williams)* | 5 | * |
| 46. Run and Gun 2 *(Konami)* | 3 | * |
| 47. Tekken *(Namco)* | 19 | 11 |
| 48. Batman Forever *(Sega)* | 8 | 2 |
| 49. Goldeneye *(Sega)* | 3 | * |
| 50. Zombie Raid *(Am. Sammy)* | 5 | 1 |
| 51. Bust-A-Move *(SNK)* | 17 | 9 |
| 52. Marvel Super Heroes *(Capcom)* | 8 | 1 |
| 53. Virtua Cop *(Sega)* | 18 | 11 |
| 54. Road Show *(Williams)* | 21 | 11 |
| 55. Soul Edge *(Namco)* | 6 | 2 |
| 56. Fighting Vipers *(Sega)* | 5 | 1 |
| 57. Great 1000 Mile Rally 2 *(Kaneko)* | 2 | * |
| 58. Raiden II *(Fabtek)* | 28 | 21 |
| 59. The Shadow *(Williams)* | 15 | 5 |
| 60. Demolition Man *(Williams)* | 23 | 12 |

## VIDEO DEDICATED

| GAME | POINT VALUE | LONGEVITY POINTS |
|---|---|---|
| 1. Cruis'n USA *(Midway)* | 9.23 | 1284 |
| 2. Daytona USA *(Sega)* | 9.20 | 1425 |
| 3. Cyber Cycles *(Namco)* | 9.00 | 493 |
| 4. Alpine Racer *(Namco)* | 8.88 | 515 |
| 5. Time Crisis *(Namco)* | 8.88 | 283 |
| 6. OutRunners *(Sega)* | 8.50 | 1556 |
| 7. Indy 500 Twin *(Sega)* | 8.00 | 229 |
| 8. Sega Rally *(Sega)* | 8.00 | 479 |
| 9. Manx TT *(Sega)* | 7.80 | 250 |
| 10. NBA Hang Time *(Midway)* | 7.76 | 145 |
| 11. Solitaire Challenge *(Dynamo)* | 7.73 | 1045 |
| 12. Virtua Cop 2 *(Sega)* | 7.73 | 425 |
| 13. Ridge Racer 2 *(Namco)* | 7.67 | 434 |
| 14. Lucky & Wild *(Namco)* | 7.57 | 1213 |

## VIDEO KITS

| | | |
|---|---|---|
| 1. Bust-A-Move Again *(Taito)* | 9.20 | 278 |
| 2. Area 51 *(Atari)* | 8.86 | 501 |
| 3. Megatouch IV *(Merit)* | 8.70 | 219 |
| 4. Golden Tee 3D Golf *(Incred. Tech)* | 8.67 | 435 |
| 5. Tekken 2 *(Namco)* | 8.41 | 600 |
| 6. Metal Slug *(SNK)* | 8.31 | 150 |
| 7. Pang 3 *(Worldwide)* | 7.67 | 39 |
| 8. Soul Edge II *(Namco)* | 7.67 | 39 |
| 9. Viper Phase 1 *(Fabtek)* | 7.67 | 229 |
| 10. Megatouch *(Merit)* | 7.63 | 528 |
| 11. D&D Shadow Over Mystara *(Capcom)* | 7.50 | 134 |
| 12. Puzzle de Pon *(SNK)* | 7.50 | 31 |
| 13. Magical Touch *(Micro)* | 7.38 | 257 |
| 14. 19XX *(Capcom)* | 7.33 | 26 |
| 15. Windjammers *(SNK)* | 7.14 | 151 |
| 16. Aero Fighters 3 *(SNK)* | 7.00 | 48 |
| 17. Tournament Solitaire *(Dynamo)* | 7.00 | 241 |
| 18. Strikers 1945 *(Worldwide)* | 6.89 | 66 |
| 19. Tekken *(Namco)* | 6.78 | 726 |
| 20. Zombie Raid *(Am. Sammy)* | 6.75 | 87 |
| 21. Bust-A-Move *(SNK)* | 6.69 | 463 |
| 22. Marvel Super Heroes *(Capcom)* | 6.67 | 299 |
| 23. Soul Edge *(Namco)* | 6.55 | 238 |
| 24. Fighting Vipers *(Sega)* | 6.50 | 128 |
| 25. Great 1000 Mile Rally 2 *(Kaneko)* | 6.50 | 41 |

## PINBALLS

| | | |
|---|---|---|
| 1. Attack From Mars *(Bally)* | 8.47 | 267 |
| 2. The Addams Family *(Bally)* | 7.85 | 2849 |
| 3. Arabian Nights *(Williams)* | 7.71 | 40 |
| 4. Theatre of Magic *(Bally)* | 7.67 | 796 |
| 5. Safecracker *(Williams)* | 7.50 | 61 |
| 6. Twister *(Sega)* | 7.44 | 62 |
| 7. World Cup Soccer *(Bally)* | 7.17 | 924 |
| 8. Star Trek: TNG *(Williams)* | 7.00 | 1461 |
| 9. Pinball Magic *(Capcom)* | 6.89 | 139 |
| 10. Congo *(Williams)* | 6.86 | 66 |
| 11. Batman Forever *(Sega)* | 6.78 | 138 |
| 12. Goldeneye *(Sega)* | 6.78 | 43 |
| 13. Road Show *(Williams)* | 6.57 | 657 |
| 14. The Shadow *(Williams)* | 6.50 | 371 |

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# Equipment Poll

## REDEMPTION

### ALLEY BOWLERS

| | GAME | POINT VALUE | LONGEVITY POINTS |
|---|---|---|---|
| 1. | Bug Bash *(Bay Tek)* | 8.25 | 155 |
| 2. | Skee-Ball Lightning *(Skee-Ball)* | 7.33 | 363 |
| 3. | Skee-Ball *(Skee-Ball)* | 6.79 | 252 |
| 4. | Smartball *(Smart)* | 6.56 | 64 |

### SPORTS GAMES

| | GAME | POINT VALUE | LONGEVITY POINTS |
|---|---|---|---|
| 1. | Hoop It Up *(Atari)* | 8.56 | 424 |
| 2. | Rage in the Cage *(Fun Merchants)* | 8.00 | 154 |
| 3. | Super Shot *(Skee-Ball)* | 8.00 | 182 |
| 4. | Full Court Fever *(ICE)* | 7.00 | 253 |
| 5. | Shoot to Win *(Smart)* | 6.73 | 245 |
| 6. | Full Court Frenzy *(ICE)* | 6.50 | 95 |
| 7. | UB-QB Football *(Skee-Ball)* | 6.42 | 90 |
| 8. | Slugfest *(Williams)* | 5.69 | 3 |
| 9. | Putting Challenge *(ICE)* | 5.33 | * |
| 10. | Two Minute Drill *(Taito)* | 5.00 | 52 |

### SINGLE COIN PUSHERS

| | GAME | POINT VALUE | LONGEVITY POINTS |
|---|---|---|---|
| 1. | Jungle Jive *(Coastal)* | 9.33 | 491 |
| 2. | Rock 'N Roll/Dino Valley *(ICE)* | 7.50 | 626 |
| 3. | Klondike/Gold Coast *(ICE)* | 6.00 | 297 |
| 4. | Rags to Riches *(Smart)* | 5.00 | 57 |

### SINGLE CRANES

| | GAME | POINT VALUE | LONGEVITY POINTS |
|---|---|---|---|
| 1. | Snack Attacker/Challenger *(AGE)* | 10.00 | 242 |
| 2. | Candy Shop *(Grayhound)* | 9.00 | 263 |
| 3. | Classic Watch Crane *(Smart)* | 8.67 | 290 |
| 4. | Action Claw *(Fun Merchants)* | 7.25 | 181 |
| 5. | Big Choice *(Fun Merchants)* | 7.11 | 218 |
| 6. | Jumbo Crane *(Grayhound)* | 6.60 | 276 |
| 7. | Candy Crane *(Smart)* | 6.50 | 201 |
| 8. | Clean Sweep *(Smart)* | 6.42 | 289 |
| 9. | Skill Crane *(Grayhound)* | 6.36 | 166 |
| 10. | Hollywood Crane *(Maxwell)* | 5.50 | 26 |

### CHILDREN'S GAMES

| | GAME | POINT VALUE | LONGEVITY POINTS |
|---|---|---|---|
| 1. | Shoot To Win! Jr. *(Smart)* | 9.00 | 326 |
| 2. | Toss Em *(UETD)* | 7.00 | 51 |
| 3. | Feed Big Bertha *(Smart)* | 6.67 | 174 |
| 4. | Smart Toss Em *(Smart)* | 6.40 | 178 |
| 5. | Super Mario Mushroom *(Premier)* | 6.25 | 46 |
| 6. | Skee-Toss B.C. *(Skee-Ball)* | 5.86 | 3 |
| 7. | Li'l Dump the Ump *(ICE)* | 5.67 | 75 |
| 8. | Awesome Toss 'Em *(Acclaim/Lazer-Tron)* | 5.00 | 57 |

## REDEMPTION

### ROLL DOWNS

| | GAME | POINT VALUE | LONGEVITY POINTS |
|---|---|---|---|
| 1. | Clown Roll Down *(Bay Tek)* | 7.00 | 137 |
| 2. | Spin To Win *(Acclaim/Lazer-Tron)* | 6.83 | 289 |
| 3. | Pizza Roll *(Bay Tek)* | 5.50 | * |
| 4. | Rock N Roll *(Bay Tek)* | 5.00 | 15 |

### COIN DROP GAMES

| | GAME | POINT VALUE | LONGEVITY POINTS |
|---|---|---|---|
| 1. | The Mask *(Data East)* | 9.50 | 334 |
| 2. | Goin' Rollin' *(Seidel)* | 9.25 | 175 |
| 3. | Smokin' Token *(Seidel)* | 8.50 | 413 |
| 4. | Addams Family Values *(Midway)* | 8.33 | 171 |
| 5. | Wheel 'M In *(Bromley)* | 8.00 | 431 |
| 6. | Screamin' Slopes *(Midway)* | 7.67 | 223 |
| 7. | Home Run Hitter *(CCI)* | 7.50 | 334 |
| 8. | Aftershock *(Acclaim)* | 7.29 | 317 |
| 9. | Rock-N-Bowl *(Bromley)* | 7.08 | 209 |
| 10. | Roll For Gold *(Benchmark)* | 7.00 | 114 |
| 11. | Cut the Cheese *(Sega)* | 6.33 | 90 |
| 12. | Chicken Dash *(Konami)* | 6.00 | 105 |
| 13. | Coin Circus *(Am. Sammy)* | 5.00 | 82 |

### NOVELTY

| | GAME | POINT VALUE | LONGEVITY POINTS |
|---|---|---|---|
| 1. | Dinoworld *(Planet Earth)* | 10.00 | 356 |
| 2. | Cyclone *(ICE)* | 8.94 | 520 |
| 3. | Round 'n Round *(Phoenix)* | 8.00 | 97 |
| 4. | Dinoscore *(Planet Earth)* | 7.91 | 452 |
| 5. | Cyclone Jr. *(ICE)* | 7.50 | 126 |
| 6. | Pop-A-Slot *(Coastal)* | 7.25 | 209 |
| 7. | Killer T-Rex *(Smart)* | 6.50 | 132 |
| 8. | Robo-Bop *(Coastal)* | 6.33 | 208 |
| 9. | Hop-A-Tic-Tac-Toe *(Data East)* | 6.10 | 22 |
| 10. | Pop-A-Ball *(Coastal)* | 5.88 | 45 |
| 11. | Dump the Ump *(ICE)* | 5.75 | 37 |
| 12. | Hungry Hungry Hippos *(ICE)* | 5.75 | 12 |
| 13. | Bouncing Bandits *(CCI)* | 5.50 | 80 |
| 14. | Flip N Win *(Planet Earth)* | 5.50 | 195 |
| 15. | Steer Crazy *(Fun Industries)* | 5.00 | 6 |

### GUN GAMES

| | GAME | POINT VALUE | LONGEVITY POINTS |
|---|---|---|---|
| 1. | Big Mouth *(Meltec)* | 6.00 | 40 |
| 2. | Knock-Down *(Meltec)* | 5.43 | 11 |

### BOPPING/STOMPING GAMES

| | GAME | POINT VALUE | LONGEVITY POINTS |
|---|---|---|---|
| 1. | Dino Bonk *(Namco)* | 8.50 | 50 |
| 2. | Ribbit Racin *(Acclaim/Lazer-Tron)* | 8.00 | 361 |
| 3. | Swamp Stomp *(Acclaim/Lazer-Tron)* | 7.50 | 259 |
| 4. | Spider Stompin *(Jaleco)* | 7.33 | 308 |
| 5. | Wacky Gator *(Data East)* | 6.64 | 106 |

**Results are based on monthly Equipment Poll ballot returns. Point Value = average of ballot ratings on a scale of 1-10; Longevity Points = standings on Best 60 combined game lists (#1 game receives 60 points, #2 game receives 59 points, etc.) *_Indicates new or reappearing games._**

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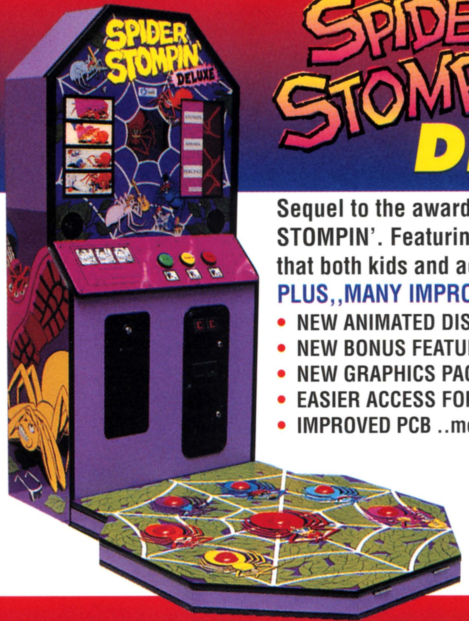

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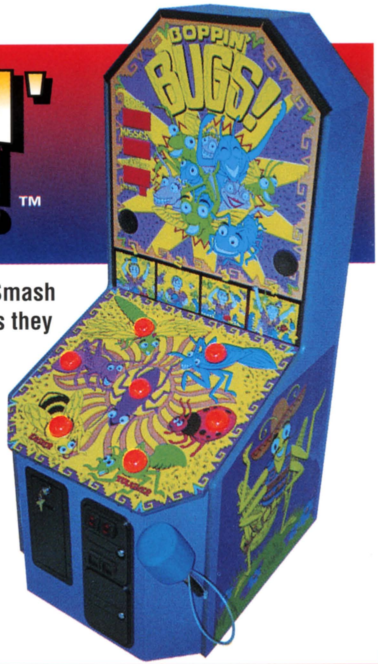

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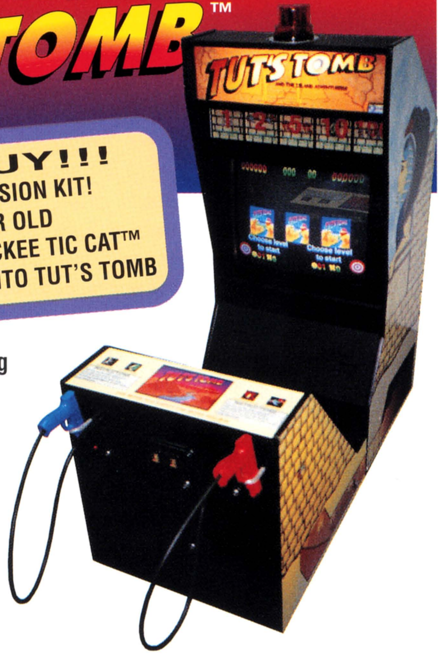

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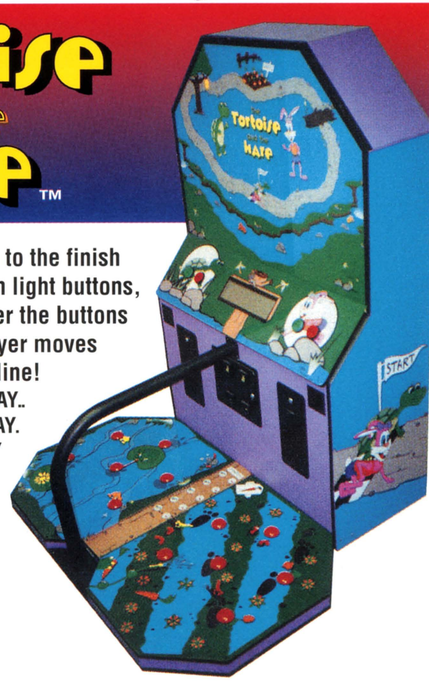

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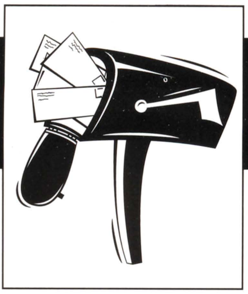

# MAILBOX

## Video violence issue addressed

*(The following is an e-mail addressed to AMOA president Randy Chilton. Randy's reply follows.)*

I just read with concern the AMOA Flash Fax. It stated, "In late May AMOA and AAMA received letters from both Senator Joseph Lieberman (D-CT) and Sen. Herbert Kohl (D-WI). The letter chastised the industry for not having a rating system.

AMOA responded with a hand-delivered letter from AMOA president Randy Chilton, with AMOA's board statements from 1993 and 1995, a list of the games already rated, and a sample of the interim label. At this meeting Sen. Lieberman's staff expressed concern about youth access to controversial video games and a lack of response from the coin operated video game industry."

First, I would like to commend AMOA and you for visiting the senator personally. Some of us have our life's savings and millions of dollars in long-term lease obligations invested in family entertainment centers.

Based on your visit, what are the odds of us looking at legislation that would prohibit minors from entering family entertainment centers? If so, what is AMOA doing to prevent this from killing our industry?

What does our industry need to be doing?

William Stone
Tullahoma, Tenn.

*Bill, the AMOA is very concerned, as is the AAMA. I am certain, as are most in the he industry, that this will eventually be legislated to us if we don't do it voluntarily. We will have a rating system one way or another. It is a matter of when, not if. We all feel as though it would be best if we had input into the rating system. We feel a fair and equitable rating system would be best implemented by members of the affected industry.*

*AMOA is in contact with key members of Congress on a regular basis, keeping our members informed. We are not stirring any fires, but rather are trying to keep our fingers on the pulse of a very serious issue. Many operators are dealing with this issue on a local level now.*

*In the interim, working with AAMA, AMOA has developed a Band-Aid approach to this until the manufacturers place the ratings in the attract mode of their games. The Band-Aid approach is a sticker program that AMOA has available to its members. It is exactly as it sounds, rating stickers that go on the fronts of games. Agreed, it is not a long-term solution. Ratings on the screens are the long-term answer.*

*What does our industry need to be doing? Operators need to be communicating with the manufacturers about what they need on a local level and what they want on a national level as it relates to rating systems. Since we are an international industry, it is often hard to communicate to an overseas manufacturer a problem a guy is having in Emporia, Kan.*

*The AMOA and AAMA have had numerous meetings and joint industry requests asking manufacturers to work with us on this issue. Some manufacturers have responded with action, but most have not.*

*Randy Chilton*
*Chilton Vending*
*Wichita, Kan.*

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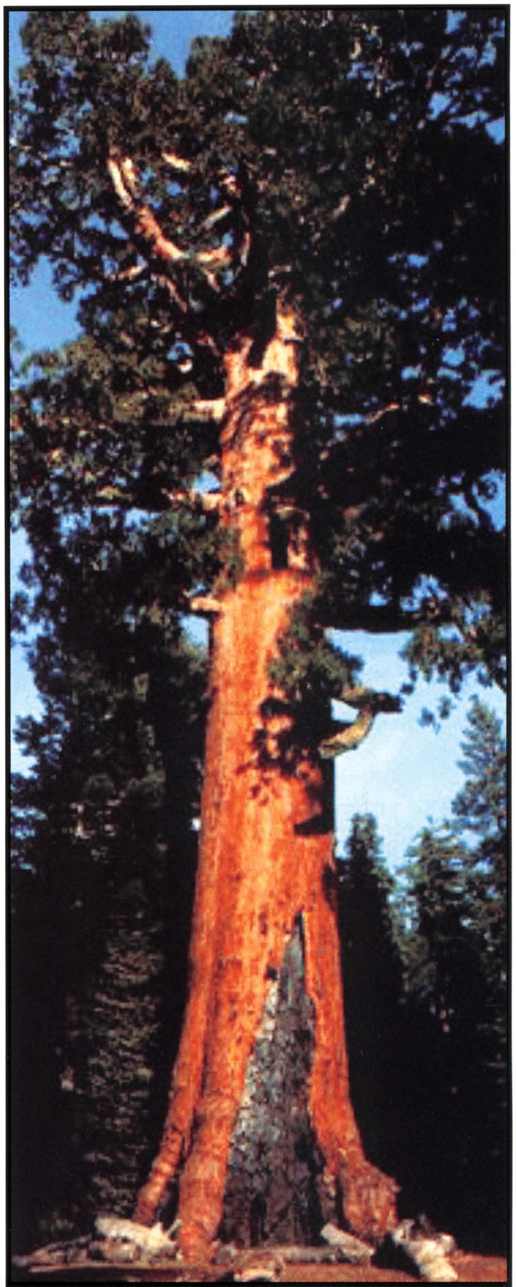

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# COIN-OP NEWS

## SIGGRAPH '96 offers a window to the future

Microsoft
The Platform For Graphics
Microsoft

The exhibitor list at SIGGRAPH read like a who's who on the NASDAQ stock exchange.

It was like dying and going to high-tech heaven! The show floor at SIGGRAPH '96 was awash with the latest in computer graphics tools, and attendees strolled the floors deep in debate about subjects ranging from immersive imaging to texture processing.

The exhibitor list read like a who's who on the NASDAQ stock exchange with companies like Microsoft, Intel, Cannon, Sun Microsystems, and others showcasing their wares.

One company already familiar to the coin-op world, 3Dfx Interactive, also had a large presence on the show floor with its own Interactive Juke Joint booth as well as demonstrations of its Voodoo Graphics engine in 13 other companies' exhibits.

Voodoo Graphics, explained 3Dfx's Kristin Montgomery, is already helping manufacturers produce affordable games with cutting edge graphics. The graphics engine produces games that have a better look and feel with more texture and sharper details, she said.

Coin-op companies already using the engine include Acclaim, Atari, Midway, and Interactive Light. Four to six games using Voodoo Graphics are scheduled for unveiling at AMOA '96. Several Japanese manufacturers are currently looking at the system, which is also being used to produce PC games. Montgomery said 3Dfx has also had discussions about producing home console games.

But these home entertainment products should not be seen as mutually exclusive to the coin-op world, according to 3Dfx. "There's always going to be that differentiation between home and arcade games," Montgomery explained. "You're going to see games on the market equivalent to Sega's Model 3 (which is not out yet) for under $5,000. With business down, this is important. It's going to help bring a lot of operators back."

3Dfx's Voodoo Graphics provide graphics through the use of dual or multiple texture processors which free game designers from traditional 3-D boundaries and let them create much more realistic images. As part of its SIGGRAPH display, the company presented a number of its graphics tools, as well as several PC games utilizing them.

During the show, the company announced joint deals with a number of industry partners including Gemini Technology, Gremlin Interactive, Diamond Multimedia, and Obsidian Pro.

### A driving force

Across the convention hall, was another display of Voodoo Graphics' potential, Atari Games' *San Francisco Rush: Extreme Racing*, a coin-op game that will be utilizing the engine for improved game play. This driving game, due out in December, was on display in the Digital Bayou area of the show floor.

The game features a force feedback steering wheel with a four-point, physically correct driving model and three difficulty levels and car models. The engine audio is linked directly to the car model and works within a full 3-D audio environment to enhance the realism of the experience.

# COIN-OP NEWS

## SIGGRAPH '96

In describing the effects of Voodoo Graphics on game design, Atari hardware designer Pete Mobris explained: "It's a cost effective way to get a high polygon count on the screen. It handles all the texture fill."

The game's weighting effect and torque gives the impression that drivers are moving on all four wheels the way real cars feel. As many as eight games can be linked together, and five speakers provide surround sound. An R5000 processor performs the host, math, and model functions.

However, aside from Atari's presence, there was little interest in coin-op games from other graphics providers. "I don't hear much about coin-op games anymore," said one graphics designer whose company worked on an unsuccessful coin-op version of *Doom* several years ago. "They may be going away for all I know."

The gang at 3Dfx Interactive, (l-r): Kristin Montgomery. Dara Gray, Andrew Tao, and Rick Jeng.

### Virtual environments

In addition to Atari's driving game, the Digital Bayou area offered a vast array of graphics applications ranging from virtual reality therapy for people who suffer from a fear of heights to a Virtual Lego Village and a cyberspace version of classic Japanese Kabuki drama.

Also exhibiting in the computer swamplands was VR entertainment leader Virtuality. The company in conjunction with the House of Blues, Motorola, and Philips Electronics was demonstrating Riverworld, a custom experience in which players could interact with each other as well as a Los Angeles-based House of Blues host. Each participant was represented by streamlined avatars and could express emotion through control pads, talk to one another, navigate the virtual world unencumbered by gravity or earthly constraints, and play an instrument when asked to join in a blues jam.

Atari's *San Francisco Rush: Extreme Racing* will utilize Voodoo Graphics.

Bolstering the continued success of virtual reality already demonstrated on the show floor was a seminar examining the future of this high-tech vehicle. "Virtual reality is now 10 years old in its classical form, and there are now other ways of considering it," noted French application developer Betrand de la Chapelle of Virtools. "Immersion is not necessarily having something on your head but having a wide range of high resolution view."

Chapelle and other panelists went on to discuss the topic of spatially immersive displays (SID), or total VR environments versus head-mounted displays (HMD), as the paradigm of the future. By providing a fully rendered environment via a wraparound screen or VR theater, SIDs can provide long-term use with low fatigue and high control. They can also be operated supervision free, accommodate more throughput and passive users, and suffer from no increased per-person cost.

On the other hand, they don't provide the wide continuous field of view and the psychological aspect of isolation that HMDs bring to the VR experience. But Chapelle said that is indicative of another shift in the use of VR, which is now being looked at more as an interactive than a navigational tool.

# COIN-OP NEWS

## Valley Intl. Foosball Association formed

The Valley Intl. Foosball Association was recently formed to increase interest in the game.

With the stated goal of working with operators and players to increase interest in the game, the Valley Intl. Foosball Association was recently formed to take foosball into the future.

"Our mission is to acquire amusement companies and to provide them with all of the league materials required for them to encourage foosball players to form leagues and play in weekly competition on foosball tables owned by the operator members," the association asserts.

VIFA plans to spread its membership into every state and Canadian province, as well as foreign countries. Players will receive personalized membership cards, sanction pin, four directly mailed magazines, a national awards program, standardized set of rules, handicapping system, international championship eligibility, official referee certification, a well-organized junior division, and a wide variety of association apparel. In addition, a VIFA Hall of Fame will be established.

For membership information, contact VIFA Headquarters, 333 Morton St., Bay City, MI 48706; (800)544-1346; fax (517)893-0103.

## ICE to distribute Cromptons games

Innovative Concepts in Entertainment has been named exclusive distributor of all Cromptons Leisure Machines' games in the United States. The deal is part of a reciprocal agreement in which Cromptons will distribute ICE product in the United Kingdom.

"We are thrilled to be working with such a reputable organization," said ICE's Ralph Coppola. "After having spent significant time with the Cromptons people learning about their company and product, it is very easy to see why Cromptons has remained one of the top companies in the industry."

Coppola went on to say that the originator of the coin pusher has continued to remain innovative, citing the company's new "intelligent tilt mechanism," and continued to produce high earning, well-built games.

"From a security standpoint, the intelligent tilt mechanism is just one more facet that separates Cromptons coin pushers from any other," he said. "At ICE we always like to be able to say we carry the best when it comes to any product, and taking on Cromptons line, once again, enables us to continue to bring our customers the very best."

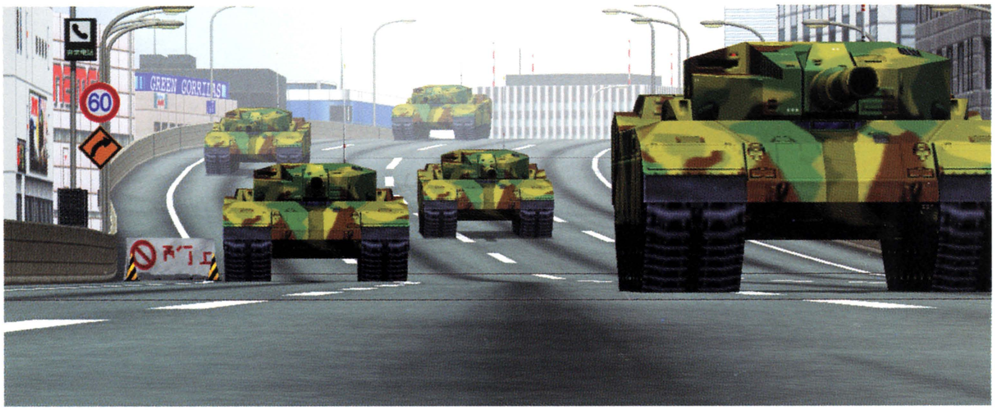
On the British front, ICE expressed its enthusiasm for the aggressive style that the Cromptons sales force exhibits, and both Coppola and Gordon Crompton commented on the "great synergy" between the two companies and the way in which their respective products complement each other.

Cromptons coin pushers were previously distributed by Fun Merchants, the manufacturing division of H. Betti Industries. For more information on Crompton games, call ICE at (716)759-0370; fax (716)759-0390.

### Salex signing

funcionamento

**James Industries made a strong showing at this year's Salex Show in Sao Paulo, Brazil. Among its successes was the signing of an exclusive representation and distribution agreement with NSM in that market. Diversified Systems' universal bill acceptor, which will be sold exclusively by James, was also introduced. At the NSM signing were, (l-r): Dave Drouillard of NSM, Aldo Andreu of James Industries South, John Margold of NSM, Jim Roberts of James Industries, Jurgen Jost of NSM, and John Blouin of James Industries.**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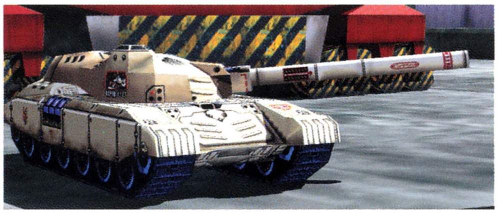

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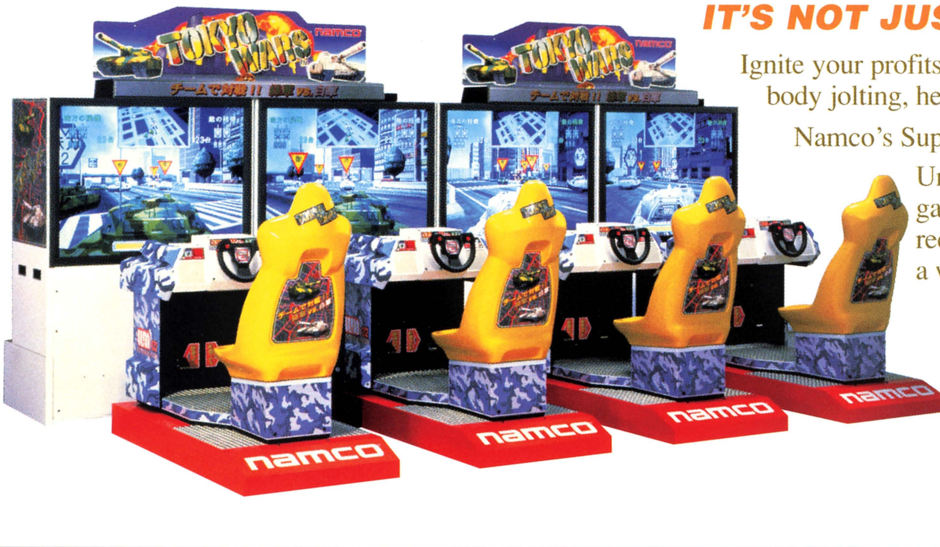
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# COIN-OP NEWS

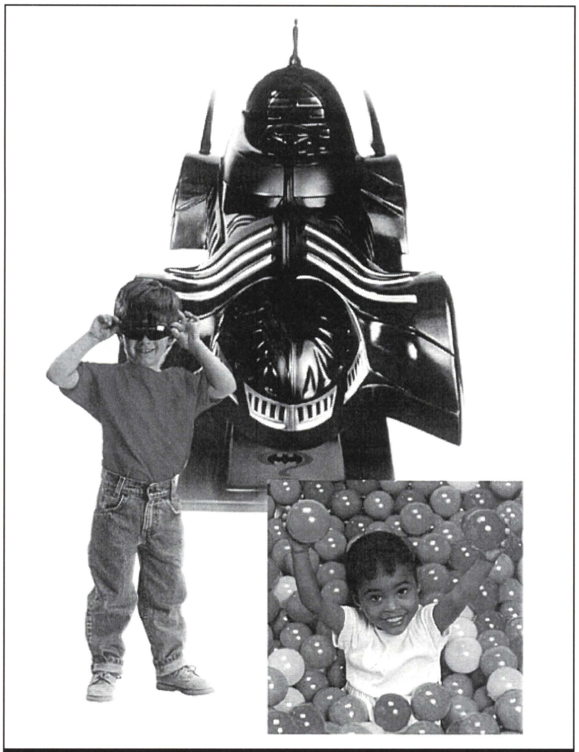
## Marcus Corp. opens Funset Boulevard in Appleton

By combining the popularity of moviegoing with advances in entertainment technology, the Milwaukee-based Marcus Corp. is hoping to create a concept with universal appeal in its newest venture, Funset Boulevard.

The family entertainment center located in Appleton, Wis., offers a wide range of attractions including laser tag, virtual reality, soft play, a train ride, video and redemption games, a carousel, electric bumper cars, and two miniature golf courses.

In addition to these FEC stalwarts, the center boasts an art-deco style cinema with eight movie screens, themed party rooms, and The Funset Grill, a family restaurant featuring pizza, sandwiches, appetizers, snacks, and dessert in a Hollywood-themed setting.

As part of its high-tech attraction, Funset Boulevard offers a laser tag system designed by Heads Up Technologies, as well as virtual reality provided by the Virtuality Series 2000 and the Mandala system. The center's high-end video arcade also offers the latest in simulators from coin-op companies such as Sega and Namco.



Funset Boulevard in Appleton, Wis., combines the attraction of moviegoing with the thrills of a state-of-the-art family entertainment center.

By way of providing more traditional family entertainment, the Marcus Corp. has installed a 28-foot diameter Americana carousel with 18 jumping horses and one chariot that will hold a total of 24 children, as well as a soft play area that features a "Let's Shrink the Kids" theme that incorporates oversized toys and furniture.

"We wanted going to the movies to be a grand experience again, like it was in the '40s and '50s," said John Brannan, director of family entertainment for Marcus Theatres. "Our challenge is that these days, with the popularity of cable, video rental stores, and pay-per-view services, families need a really good reason to leave the comfort of their homes to go see a movie."

Funset Boulevard is located in the heart of the Fox River Valley, less than two hours from Milwaukee and 30 minutes from Green Bay. It is open seven days a week from 11 a.m. to 11 p.m.

Marcus Corp. currently operates 124 Budgetel Inns in 28 states, three Woodfield Suites in Wisconsin and Colorado, 219 movie screens in Wisconsin and Illinois, four hotels in Wisconsin and Minnesota, the Grand Geneva Resort & Spa in Wisconsin, and 31 Kentucky Fried Chicken restaurants in Wisconsin.

## Thomson simulator to be shown at AMOA '96

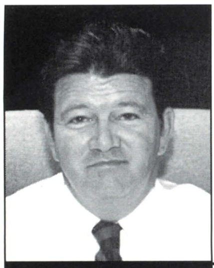
Thomson Entertainment's two-seat *Venturer S2* simulator will make its AMOA debut this month at the Dallas Expo, and a demonstration capsule is already on display at the Wet n' Wild facility in Arlington, Texas.

The *S2* is designed to bring theme park quality simulation to the arcade, shopping center, and FEC market with an operating footprint of just 15 square meters. It can also be operated without an attendant taking coins or tokens.

Incorporating a fully-integrated motion system and a 33" monitor, each machine is supplied with a choice of five ride experiences on video disc. New selections are made available every six months.

"The *S2*s are doing good business for their operators around the world and achieving payback in as little as six months," said Thomson sales and marketing director Chris Chaddock.

# COIN-OP NEWS



John M. Schumacher

Laura Olson

## Schumacher and Olson depart AMOA posts

After serving as executive vice president of the Amusement and Music Operators Association since 1989, John M. Schumacher has resigned from his post to pursue other career opportunities.

In addition, Laura Olson, AMOA's government relations manager based in Washington, D.C., has decided to return to graduate school to obtain her Ph.D. in the field of political science.

AMOA president Randy Chilton commented on Schumacher's resignation: "John has been responsible for taking AMOA to new levels of professionalism during his seven years as executive vice president. From overseeing the growth of our annual exposition to implementing numerous AMOA member programs, John has performed his duties with total dedication to AMOA. His talents will be missed."

He was equally complimentary of Olson: "Laura did a great job for us; it will be difficult to fill that void. She leaves with the total support of the entire AMOA board. We wish her all the best."

Chilton added, "This is an opportunity for us to rethink our government relations program. We still have Valis & Associates as our lobbyist so we have a direct pipeline as good as always. We need to formalize our future commitment."

Chilton said he expects a seamless transition period while AMOA works with Smith, Bucklin & Associates to find a replacement for Schumacher. "As far as the overall administrative structure is concerned," said Chilton, "Smith, Bucklin remains our association management firm."

Plans are proceeding on schedule for the upcoming AMOA International Expo '96 set for Dallas Sept. 26-28. The association reports better than projected advance registration. As of early August over 200 exhibiting companies are expected to occupy 700-plus booths.

## Sega celebrations

**Marking the release of its newest pinball *Independence Day*, based on the blockbuster motion picture, were the same group who teamed up not long ago for the epic movie-themed game *Jurassic Park*, (l-r): actors Laura Dern and Jeff Goldblum and Sega Pinball vice president Joe Kaminkow. At a second celebration (below), held at New York's FAO Schwartz toy store, Kaminkow and Sega Pinball president Gary Stern were joined by Mondial's P.J. Mastracchio (r) and his wife Jennifer.**

## Premier assets sold at auction

A newly-formed limited liability corporation known as Gottlieb Development L.L.C. purchased the assets of Premier Technology from its secured creditors at an auction held last month. Premier's assets include inventory and accounts receivable.

Former Premier president Gil Pollock, now of Embassy Electronics, has been retained by the company to assist and coordinate in liquidation proceedings. Pollock said Gottlieb Development would operate out of Premier's Bensenville, Ill., headquarters.

According to Pollock, parts will be available via fax orders from distributor customers. "We will get back to them with availability and price and they can pay in advance," he said.

The new company will reportedly arrange deals to sell off remaining games and manufacturing equipment while continuing discussions with other companies to sell all of the assets with the thought of continuing the Gottlieb line. At press time, Pollock was not at liberty to reveal the owners of Gottlieb Development.

Premier's last production game was *Barb Wire*, and while several prototypes of a country-and-western themed game had been developed, no production work on that game had been completed.

For more information, fax Gottlieb Development at (630)350-1097.

# COIN-OP NEWS

## OABA lends support to Amusement Expo

The Outdoor Amusement Business Association will once again support the Amusement Industry Expo, Oct. 29-31, at the I-X Center in Cleveland.

"This is the most important trade show for the carnival industry," said OABA's executive director Bob Johnson. "And the timing is especially beneficial. It's the first place we get to see all the new rides and attractions for the upcoming year."

The association will host a cocktail party for its members and hold its fall board meeting during the show. OABA will also host opening night festivities in the giant Midway Lounge, located in the middle of the show floor.

AIMS Intl. will host a second cocktail party the next night, Halloween Eve, in the Midway Lounge as well. For more information on the show, call (216)265-2619 or (800)897-3942.

## Gaming show set for next month

The World Gaming Congress & Expo is set for Oct. 1-3 at the Las Vegas Convention Center offering over 200,000 square feet of exhibit space.

Over 125 hours of seminar time has also been scheduled, 25 percent more than last year, and all of the sessions will be held before 12:30 p.m. so there is no conflict with show floor hours.

Last year's show reportedly drew nearly 20,000 gaming professionals from over 80 countries, and the continued expansion of gaming venues should generate continued interest from exhibitors and attendees alike.

For more information, call (800)223-9638 in the United States or +1-212-594-4120 internationally.

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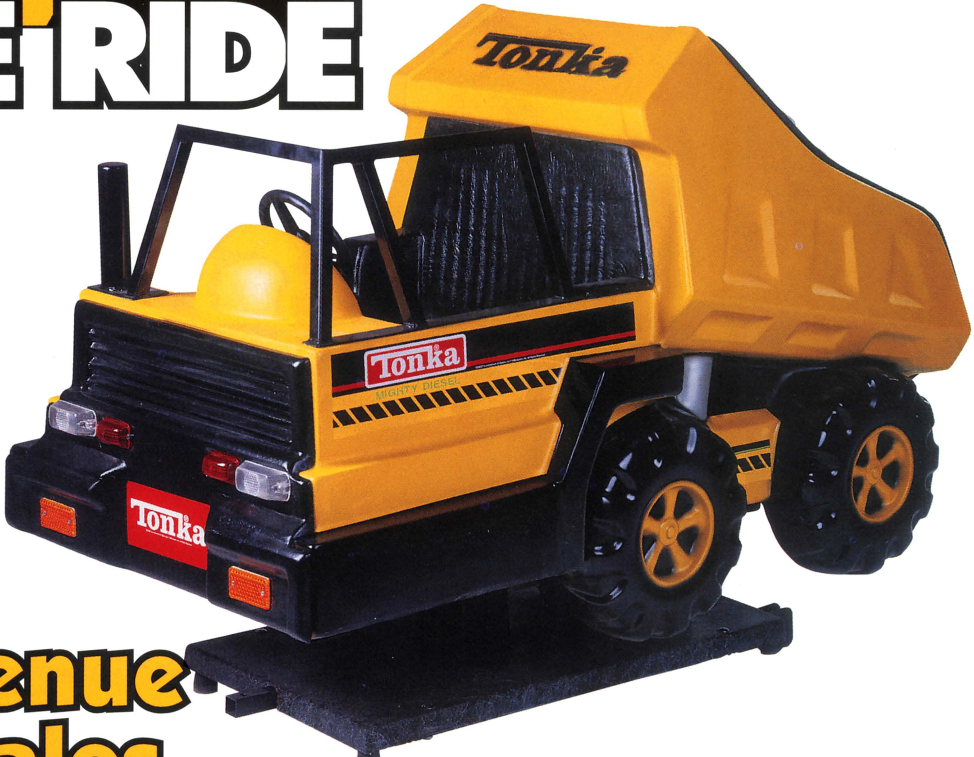
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# COIN-OP NEWS

## Sega develops leasing plan for arcade operators

Sega GameWorks recently announced the creation of its new *Manx TT* and *Indy 500* Leasing Program. Designed by the Firestone Financial Corp., this program is a simple, easy-to-understand plan that will provide a significant opportunity for arcade operators, according to Sega.

Manx TT

With minimum financial risk, operators can lease either of the two games, allowing them to utilize the state-of-the-art simulators without the large price tag.

Said vice president of sales and marketing Ken Anderson: "Video game technology is rapidly improving, bringing the level of interactivity to new heights. With the expanded use of state-of-the-art technology comes higher production expenses, resulting in increased costs. Sega GameWorks challenges itself to make our cutting-edge technology available to a wide group of operators. Through plans like this leasing program, we are generating methods to create more versatility for buyers."

With real-time texture-mapped graphics, *Manx TT* provides an ultra-realistic 3-D motorcycle racing experience with features including immersive sound and a motion-based cabinet that moves with the turns of the course. *Indy 500* also offers real-time 3-D graphics as well as three different courses and four visual perspectives.

Sega GameWorks is a partnership between Sega Enterprises, DreamWorks Interactive, and MCA Inc.

Indy 500

## NSM introduces how-to programming materials

As part of its ongoing effort to improve service documentation, NSM-America has introduced a series of pamphlets designed to assist the operator in programming and troubleshooting its jukeboxes.

The three pamphlets incorporate technical information for ES 5 and ES 5.1 jukeboxes. They include: "The Technicians Quick Reference to Programming NSM Jukeboxes," "The Route Person's Quick Reference to Programming NSM Jukeboxes," and "Service Tips for NSM Jukeboxes."

"We deal with people each and every day who experience small problems with our jukeboxes, but don't have the knowledge to troubleshoot and solve these problems," explained service manager Tony Lantz. "With this information on-hand, the answers are available, and these problems become easier to solve."

Longtime NSM training manager Keith White said he believes that operators will benefit greatly from the programming information. "When we designed these materials, we wanted to provide the operator with basic information they should have to work with our jukeboxes," he said. "These pamphlets meet that goal, and the format makes them something an NSM operator should always have as they service their route."

Other after-sale service efforts by the company include stronger availability of spare parts, quicker turnaround of service repairs, and improved service and support materials. To order these pamphlets, or other support materials, contact NSM-America, (630)860-5100.

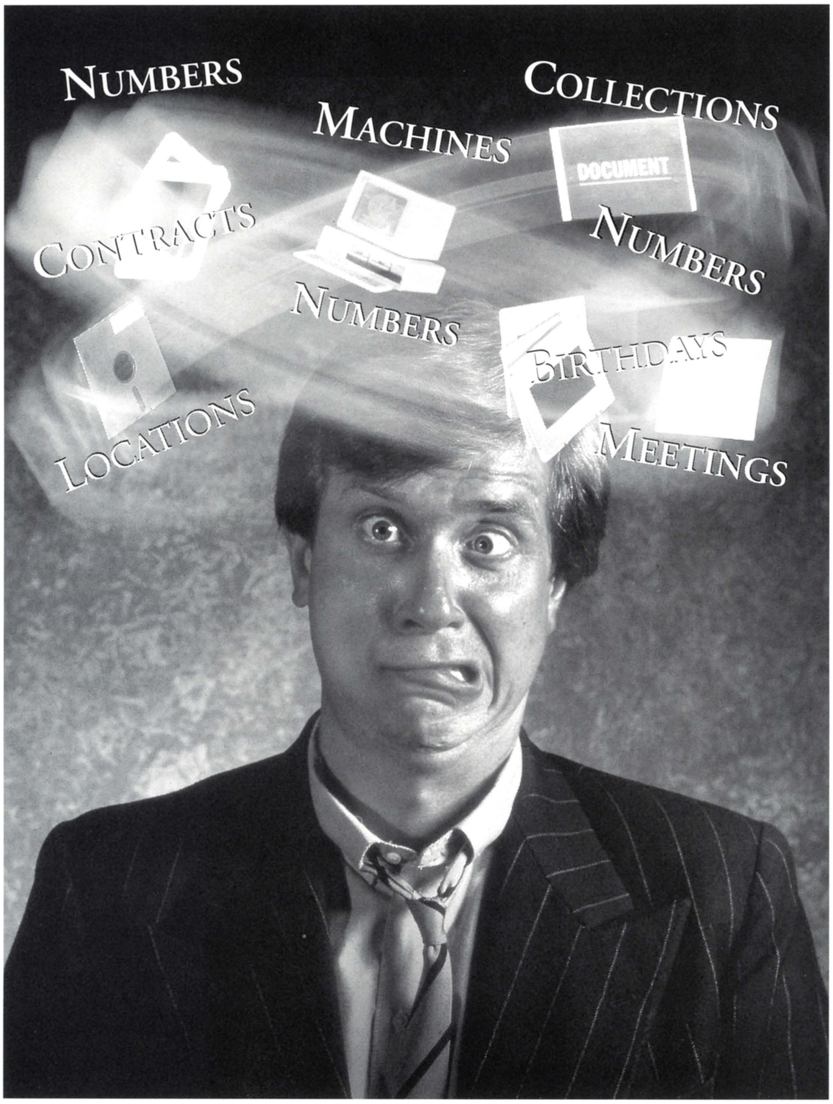
## Doyle Trading Group markets new neon

The Doyle Trading Group of Sarasota, Fla., has entered into an agreement with Fallon Luminous Products of Spartanburg, S.C., to market the latter's new line of patented, U.L. listed neon products to the amusement and entertainment industry worldwide.

Fallon's low voltage 12 VDC DecoNeon offers do-it-yourself opportunities to add neon lighting pizzazz to amusement and entertainment facilities, as well as to amusement devices and equipment. Additionally, Fallon E-Glas plate glass technology offers original equipment manufacturers the ability to incorporate screen-printed, neon illuminated components into amusement devices and other products. E-Glas neon signs are available in production quantities.

Fallon will be showing its neon products at this year's Fun Expo, the AIMS Show, and IAAPA. For more information, contact The Doyle Trading Group; (941)358-8835; fax (941)355-0120; (HIGA-DEV@worldnet.att.net).

# TOO MUCH TO REMEMBER?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# NANI to showcase PC platform

Attendees at AMOA '96 in Dallas will get a chance to preview the next revolution in commercial video game entertainment, and what they see may shock them, according to one of the principal backers of the National Amusement Network Inc. (NANI), who says personal computer platforms will figure prominently in the industry's future.

John Klayh of Canadian-based TVphone Inc. recently announced the results of a one-year collaboration between NANI, co-owned by TVphone and AMOA, and Microsoft to create support for the amusement industry. As a result of this effort, Microsoft has developed Direct Arcade software that enables game developers to write games for standard PCs while still having full control over the coin box and JAMMA devices.

This development effectively opens the amusement industry to more than 9,000 software developers and 7,000 titles found in the home market in 1996, according to Klayh. "Microsoft is very interested in having the PC used as a platform in the amusement (arcade) business," he said. "This is going to revolutionize the entire industry. The only problem is this is going to upset the apple cart in the (traditional) manufacturing community."

Klayh contends that the coin-op industry has been misguided in judging the home market as competition and should view it in terms of creating demand for high-tech entertainment products. In essence, many consumers who are captivated by the cult of technology do not have the economic capability of purchasing high priced computer systems for their homes.

"There's more demand in the home market than there is ability and money to satisfy it; it's a quarter-a-play world out there," he said. "The computer makers have created such demand. The public has lost its mind for computers.

"We're the only ones who can satiate demand and we are the only people who can demonstrate technology on a cost effective basis. We've been doing it for 50 years. We already have a relationship with that market. Just think of all the people who would love to see this technology and can't afford it. We complain that we're starving. We're starving at a banquet!"

As long as mechanisms can be put into place that "choke down user interface" so players can't damage software, Klayh argues that PC platforms can be used on street locations not only for games, but also for computing and online services. "Why not sell Internet access for five dollars? The PC-based platform can do it."

However, the new technology will not only bring in new opportunities, but also enhance the traditional pay-for-play game business, Klayh adds. By adopting the "publishing model" of the home market, with many additional titles up for grabs, operators can have more say in what gets developed and how. This means exhibiting games at different stages of development whenever possible.

"The home market has a different set of logic: show something whenever you can," he explained. "Operators can now pick and choose from a lot more games and play more of a role in the development of games. In our business currently, you have so few titles to choose from, you have to gamble on them."

A PC-based platform should bring in more players as well with a wider selection of games available. Klayh notes the discrepancy between the gaming industry, which generates $500 billion annually, versus the coin-op industry which generates approximately $7 billion. "That shows that older people like to play games, even for no remuneration in the bar countertop market, and don't mind computer screens," he said. "This will broaden our content base to bring in new players. Somewhere between $7 billion and $500 billion is the earnings watermark for games."

So why hasn't this been tried before, if it's a foolproof formula for success? Klayh says there are a number of reasons, but mainly because the industry has developed a captive/victim mentality that doesn't let it see beyond existing structures.

"We are like a foreign land in the world of technology; we're sitting here ignoring the future," Klayh quipped. "Right now nobody is willing to break rank and try something totally different. Once they do our industry is going to go through such an explosion."

According to Klayh, the hurdle of publicly performing home games is also easy to leap by simply using the same licensing strategies that the jukebox industry has already employed for years with music publishers.

NANI and Electronic Data Systems, with the aid of Microsoft, are also moving the NANI network to Microsoft's latest 32-bit networking architecture. NANI's administration system will share files seamlessly with Microsoft Office 97 applications running under Windows 95 over a dial-up and disconnect connection. Both operators and players will be able to connect directly to the Internet and each other later this year.

"We're turning game machines into broadcast devices," Klayh concluded. "Are there going to be stumbles along the way? Sure! But so what. That's how you get there."

To learn more about what this means, members of the industry are invited to attend Microsoft's upcoming seminar this month at the AMOA Expo in Dallas. The session, titled "Home PC Games vs. Commercial Video Games: How To Stay Competitive," will be held the first Thursday of the show at 9 a.m.

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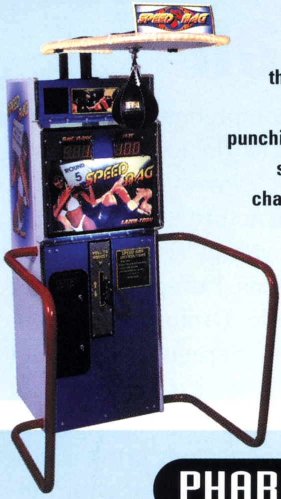

Everyone wants to be the heavyweight champion, and now they can with the quick hitting excitement of Speed Bag. This game challenges players to hit the punching bag as many times as they can in a 20 second period. Speed Bag is all about the challenge of Speed, not power. The height of the bag is adjustable so that anyone of any age, or height, can play. This game works well in any location, including non-redemptive sites! Speed Bag is a knockout game!

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# COIN-OP NEWS

## Imperial Intl. opens office in the Midwest

**Imperial Intl., a division of H. Betti Industries, has opened a third office in Palatine, Ill., a suburb of Chicago. The company's other two offices are located in Hasbrouk Heights, N.J., and Irwindale, Calif.**

**Two former Wico employees, Frank Fortunato and Ed Brooks, have been hired to spearhead the operation and handle OEM sales and manufacturing respectively.**

**"Our main focus will be OEM sales and after market sales to the amusement industry," said Imperial president Michael Di Motta. "However, we will also sell our full line of billiard related products."**

**The new office is located at 800 E. N.W. Highway, Suite 525, Palatine, IL 60067; (800)386-7040 or (847)776-6747; fax (847)776-6749.**

## Vishay launches Web location

Internet users can now access comprehensive information on Vishay Intertechnology and its global family of passive component organizations (http://www.vishay.com).

The Web site uses a modular structure to provide corporate and product information covering Vishay business unit operations in North America, Asia, Europe, and Israel.

Companies covered include Dale, Draloric, Measurements Group, Roederstein, Sfernice, Sprague, Vishay Resistive Systems, and Vitramon. Hypertext links enable users to locate product news and data for a wide rage of components including capacitors, connectors, crystals, displays, inductors, multicomponent networks, resistor networks, oscillators, resistors, rheostats, thermistors, transformers, trimmers, and potentiometers. ▲

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# GTI called Taiwan's most excellent show

GTI Expo '96 was held June 29 through July 1 at the Taipei World Trade Center in Taiwan with about 8,000 visitors, 76 exhibitors, and representatives from 35 countries. The organizers called it a great success, especially in the light of the difficulties the amusement industry in Taiwan has encountered recently.

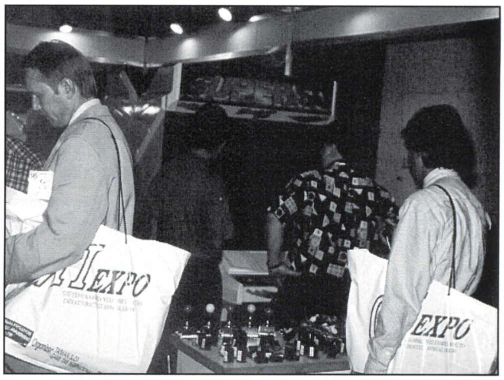
The Taipei video arcade scandal, as the trouble has been dubbed, began last April. Police officers and high-ranking officials were busted for accepting bribes from video game parlor tycoon Chou Jen-shen, who ran a chain of some 40 arcades in the greater Taipei area and several affiliate businesses. The bribes were said to be accepted in return for protecting Chou's operation of illegal gambling machines.

Later that month the justice minister Ma Ying-jeou told lawmakers that the government was determined to crack down on scams and corruption and probes would be conducted. Meanwhile, most of the 3,000 video game parlors in Taipei were shut down. Taipei mayor Chen Shui-bian insisted on continuing the crackdown to keep his promise of shutting down all illegal video game operations within one month. His belief was that even the licensed arcades were running gambling machines.

GTI
expo'96
國內外
Registratio
nternational Registration

**Opening day saw crowds coming to find out the latest status of video game arcades and see the latest equipment.**

**Namco's *Prop Cycle* was popular among the attendees.**



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**Attendees check out some of the equipment shown at GTI.**

This prompted a 10,000 person march to protest the crackdown of legal as well as illegal arcades and to demand that legislators devise laws to regulate operation. By May 15 headlines in Taipei's leading English language newspaper, the *China Post,* read that 123 people had been indicted in the arcade scandal and that 89 police officers were accused of taking over $800,000 in bribes.

In early June, Taiwan's top police commander, Yen Shih-hsi resigned. On June 2, 15 pachinko parlors reopened in Taipei after having been closed for over a month as a result of the crackdown. Mayor Chen warned, however, that the police would keep a close eye on the parlors and they'd be closed down at even a hint of illegal activity. He also warned that police station chiefs would be fired if they failed to quickly root out any illegal gambling occurring in video game parlors.

Presently only fully licensed amusement centers are allowed to remain open in Taiwan, leaving numerous locations closed. A government report on the status of the amusement industry in Taiwan, including new regulations, was issued in August.

Dwindling sales of amusement equipment in Taiwan has caused the closing of some manufacturers in the country. Despite this, GTI Expo was hailed a success.

Thanks to *Game Time Intl.'s* Lauren Swartz and Angie Huang for this report.

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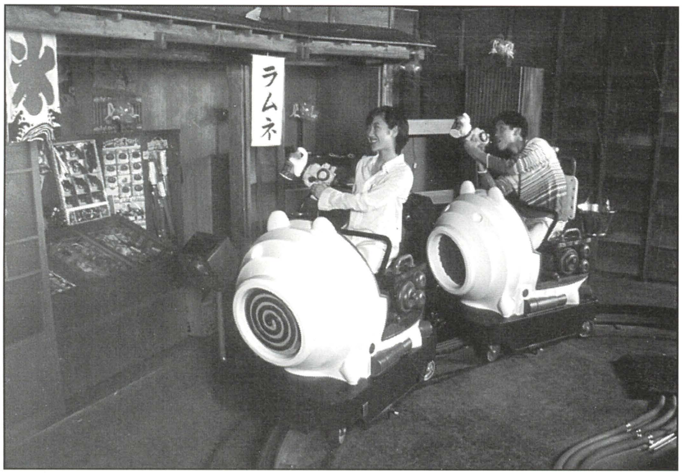

Players enjoy one of the attractions at Namco Ltd.'s Sunshine Namjatown theme park.

# Namco Ltd. opens second urban-style theme park

After the success of Namco Ltd.'s Namco Wonder Egg urban-style theme park, the company opened its second facility, Sunshine Namjatown, July 6.

The theme park is located at Sunshine City World Import Mart Building in Tokyo. It is divided into zones: Namja-Core, 7th Ave. Fukubukuro Town, Macaroni Square, Nander-Bird, and Ghost Town 13th St.

There are 18 attractions, eight restaurants, and three souvenir shops. The park is open from 10 a.m. until 10 p.m. all year long. The visitor forecast for the first year is estimated at 1,200,000.

According to Mr. Masaya Nakamura, chairman and chief executive officer of Namco Ltd. in Tokyo, "We have exerted our best effort to express Namco's philosophy of 'play' throughout Sunshine Namjatown, which will be the largest indoor theme park in Japan."

Get ready for a virtual reality ride at Namco Ltd.'s Sunshine Namjatown.

# Leisure Industry Week breaks new ground

Leisure Industry Week, the United Kingdom's big business-to- business event for the out-of-home leisure industry, has announced a number of trade show "firsts" for its Attractions and Amusements section at the show Sept. 24-26.

One is the Funway, a three-story family entertainment center. Another is The Great Outdoors, a working adventure park. These join a regular feature—the International Rides Gallery.

Here's a sneak peek at some of the products scheduled for the show:

- Skytrak Warp 1 by Skytrak Intl. is an aerial thriller ride that gives the feel of Superman-style horizontal flying. Riders are in pods suspended beneath a monorail that flies them around.
- Wright Security will display tiny cameras and a montage multiplexer that allows the user to produce mosaic images from different cameras on one screen. Wright also plans to show new optical turnstiles that count people in and out of the premises.
- Securasound, a security specialist, will show credit card-sized cameras that can be hidden in clocks, mirrors, speakers, or even smoke alarms.
- Playscape Systems will show the GyroCopter, a module that fits into play structures, as well as the Yo Yo Ball vertical play maze and the Baja Bounce.
- Gold Medal Products Co. plans to display some new ideas in catering equipment including the Shave Master II Block Ice Shaver and the Mega Floss candy floss machine.

Leisure Industry Week will also provide information on the latest initiatives in leisure architecture, insurance, financing, software systems, maintenance, and strategic management ideas. For more details, call 01932-564455; fax 01932-560009.

# Tornado Intl. looks to the Pacific Rim

Tornado Intl. reports that Magic Island Amusement Centre in Bangkok, Thailand, is happy with the remote-controlled boats installed by the company.

Tornado sales director Les Howarth commented, "We have received many orders from Thailand and other areas in the Pacific Rim following last year's order from Seacon Square, Bangkok. This includes a new order for 10 remote-controlled Super Trucks for Bangkok, Orbiter bumper cars, and our four-player water jet game, Aqua Blasta.

Tornado has a new Internet Web site (http://ds.dial.pipex.com/tornado/) and an e-mail address (tornado@dial.pipex.com).

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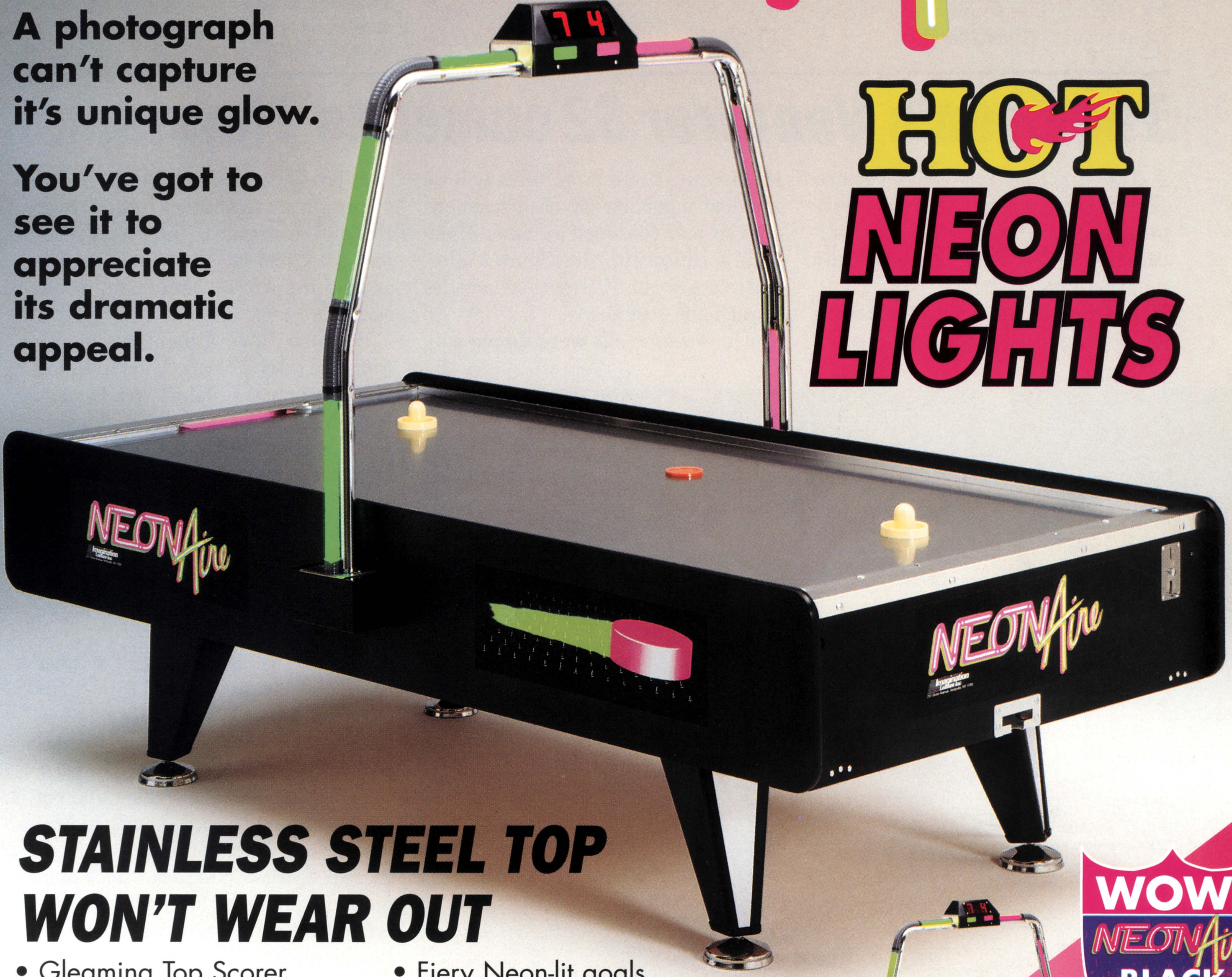

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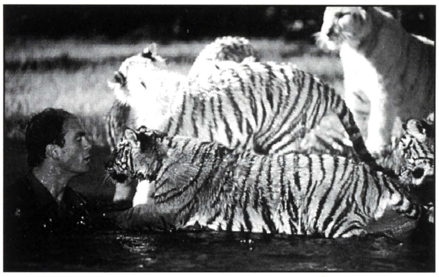
# Australian Expo takes walk on the wild side

It's not every day you can see a habitat where tigers and their handlers peacefully co-exist in a jungle setting. Tie that into the opening night function of an amusement trade expo and you have a truly memorable experience.

That's just what organizers of Australasia's Amusement Expo hope for by starting the show's activities at Dreamworld's Tiger Island.

Dining at the foot of an Indian Temple with Bengal tigers in the background is only one of the attractions for the evening. A variety of thrill rides will also be available.

Show dates are Nov. 5-9 at the Royal Pines Resort on Queensland's Gold Coast. For more information, call 61-7-3841-1021; fax 61-7-3841-1332.



**Experience a night with Dreamworld's Bengal tigers at AMOAQ '96.**

# Thomson's *Venturer S2* comes to Timezone

Thomson Entertainment's *Venturer S2* two-seat coin-op simulators have been installed in two Timezone arcades in Melbourne, Australia, with more planned for the near future.

The first two units are at the Bourke and Swanson St. arcades in the heart of Melbourne; three more units will be installed at popular suburban locations with six more destined for other Timezone locations in New South Wales. There are about 60 Timezone arcades throughout Australia.

The *Venturer S2*s were supplied by Thrillseekers Australia Pty., Ltd., Thomson's Australian and New Zealand distributor. Thomson says it has sold nearly 100 *Venturer S2*s around the world, from Spain to the Middle East.

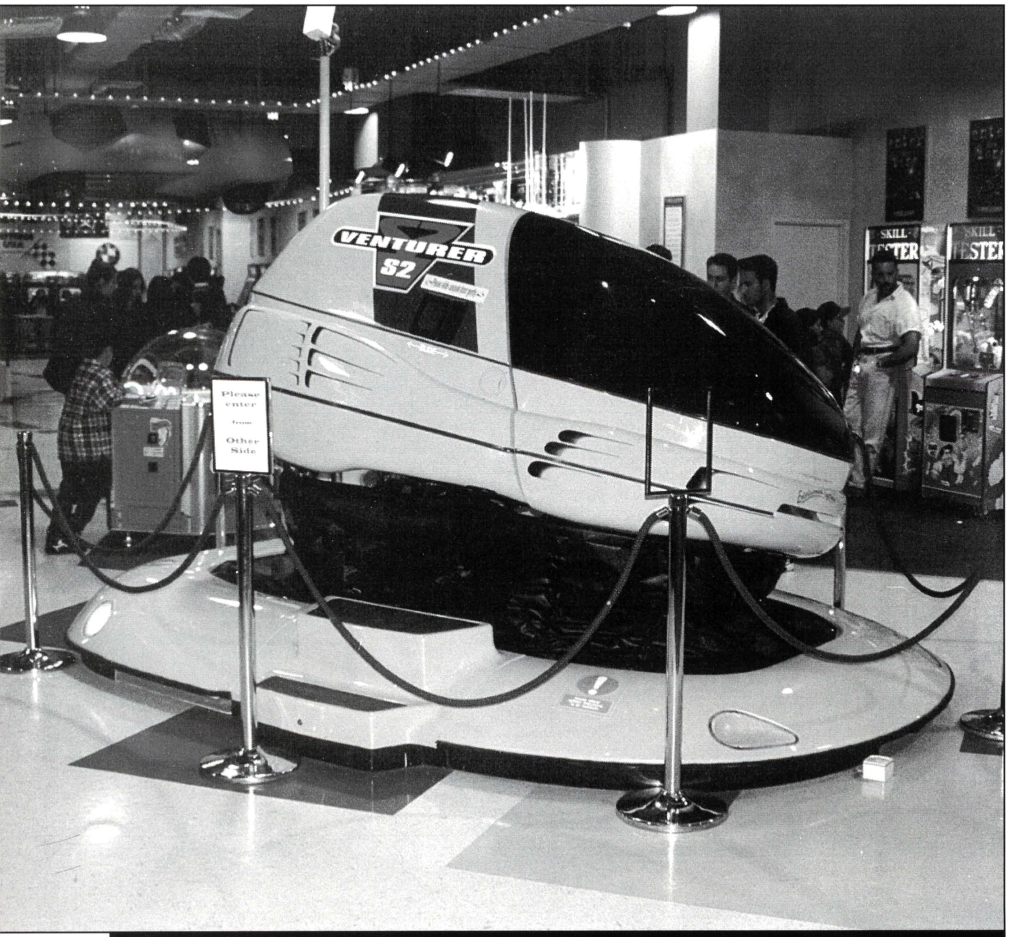
*Venturer S2* customers can choose from five rides: Volcano Mine Ride, the latest computer graphics spectacular; Pepsi-Max-The Big One and Yamaha, both live action thrillers; and The Nightrider and Smash Factory, two special effects sensations.

In other company news, Thomson and Intamin AG of Switzerland are collaborating on a new motion theater project slated to open in Brazil at the end of this year.

The 36-seat theater, which is under construction at the GU GU Park entertainment center in Sao Paulo, will feature Intamin motion bases and a selection of Thomson ride experiences. Construction utilizes a configuration of nine of Intamin's four-seat Maxi Motion, six-axis simulator units.

Said Chris Chaddock, sales and marketing director for Thomson, "Intamin has rightly earned a reputation for the quality of its engineering and reliability and operator friendliness, while we have invested heavily in our ride library in recent years and will continue to do so."

Added Intamin executive vice president Patrick Spieldiener, "We are pleased to have the opportunity to work closely with another partner in the field of simulation."



**Thomson's *Venturer S2* units are being installed in Timezone arcades in Australia.**

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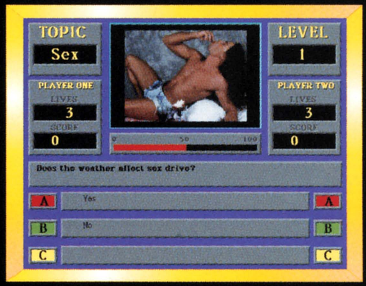


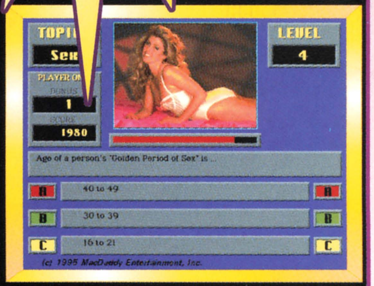
TOPIC
Sex
LEVEL
1
PLAYER ONE
LIVES
3
SCORE
0
PLAYER TWO
LIVES
3
SCORE
0

Does the weather affect sex drive?

A Yes

B No

C



TOPI
Sex
LEVEL
4
PLAYER ON
BONUS
1
SCORE
1980

Age of a person's 'Golden Period of Sex' is ...

A 40 to 49

B 30 to 39

C 16 to 21

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# AAE sets dates for 1997

The Asian Amusement Expo will take place in Singapore next year, June 11-12, at the Singapore International Convention and Exhibition Centre.

While the '96 event was held in Hong Kong, a survey of exhibitors, visitors, and IAAPA members showed strong support for alternating Hong Kong and Singapore venues in the IAAPA/AAMA-sponsored event.

Show committee chairman Ron Carrara of Acclaim/Lazer-Tron said, "Singapore's strategic location serves as a springboard to neighboring markets that will allow us to broaden the scope of attendance at the 1997 event and build on our past success in Hong Kong."

IAAPA executive director John Graff commented, "We are excited about the opportunities Singapore as a venue can offer to our members and participants. Singapore is one of the leading growth markets for amusement products in the development of the amusement industry in Southeast Asia."

AAMA executive director Bob Fay added, "AAMA and IAAPA's sponsorship of this event gives it the edge on other events in Asia because we can grow and develop the show as a member service rather than a profit center. AAE continues to be the most cost-effective venue for manufacturers and suppliers of amusement products and services to bring their products to market in Asia with booth costs among the lowest of any international trade show."

Volume discounts will be offered next year and admission to trade visitors will include access to all seminars at no charge for those pre-registered. For more information, contact William Glasgow Inc., (708)333-9292; fax (708)333-4086.

## Overseas news bites

•*Carousel*, newsletter of the Association of Arabian Amusement Attractions: At least four new parks are currently under consideration or construction in Egypt, making the amusement industry one of the fastest growing in the country.

• *Game Machine* of Japan: SNK Corp. of Osaka, has been taking legal action against the rampant copying of its Neo-Geo coin-op system in Mainland China.

Nintendo Co., Ltd., of Kyoto, Japan, and Seta Col Ltd., of Tokyo, announced that they have reached a license agreement to apply the CPU of the home video system Nintendo 64 and its architecture to coin-op videos.

Namco Ltd. of Tokyo has announced its decision to manufacture a prize game using the Lego logo, install it in its arcades, and market Lego toys as crane machine prizes.

• *Amusement Business Europe:* Segaworld in central London's Trocadero was scheduled to open in late August, following the interactive indoor theme park concept from Japan. The Trocadero is also set to welcome the first IMAX theater in London.

In other Sega news, the Sega Channel is now available on TV in Europe where subscribers can access 25 games from an on-screen menu.

It appears that a two-machine limit on AWP (amusement with prizes) machines has been settled on for adult locations such as bars and restaurants following a new ruling by the Dutch Parliament. The ruling will take effect in the summer of 1997. This is part of a total overhaul of Dutch gaming legislation.

## Play-By-Play to market Warner Bros. toys in Europe

Play-By-Play Toys & Novelties has signed a multiyear licensing agreement with Warner Bros. Consumer Products (U.K.) Limited, a unit of Warner Bros. Entertainment, to distribute a broad line of stuffed toys for the amusement market in western Europe.

The stuffed toys are based on Looney Tunes, Tiny Toons, and Animaniac characters, and Play-By-Play expects shipments of products for the most popular characters and product categories under the amusement license to commence immediately and run through the term of the agreement.

Distribution will be handled by Play-By-Play's European subsidiary, Play-By-Play Toys & Novelties Europe S.A. with an office, showroom, and distribution facilities located in Valencia, Spain.

"The license for the distribution of products based on Looney Tunes and other Warner Bros. characters for the amusement market in western Europe complements our domestic marketing efforts and should provide a major boost to Play-By-Play's international expansion efforts," said chairman and CEO Arturo Torres. "The strong appeal and popularity of the Looney Tunes and other Warner Bros. characters in western Europe makes them a welcome addition to Play-By-Play's portfolio of entertainment character and trademark licenses."

The company currently has license agreements with Warner Bros. for the retail distribution of plush toys in Spain and for its Play-Faces line of sculpted toy pillows based on the Looney Tunes and the Animaniacs characters in Europe. Additionally, Play-By-Play recently received the prestigious 1996 Looney Tunes President's Award for Excellence in Achievement.

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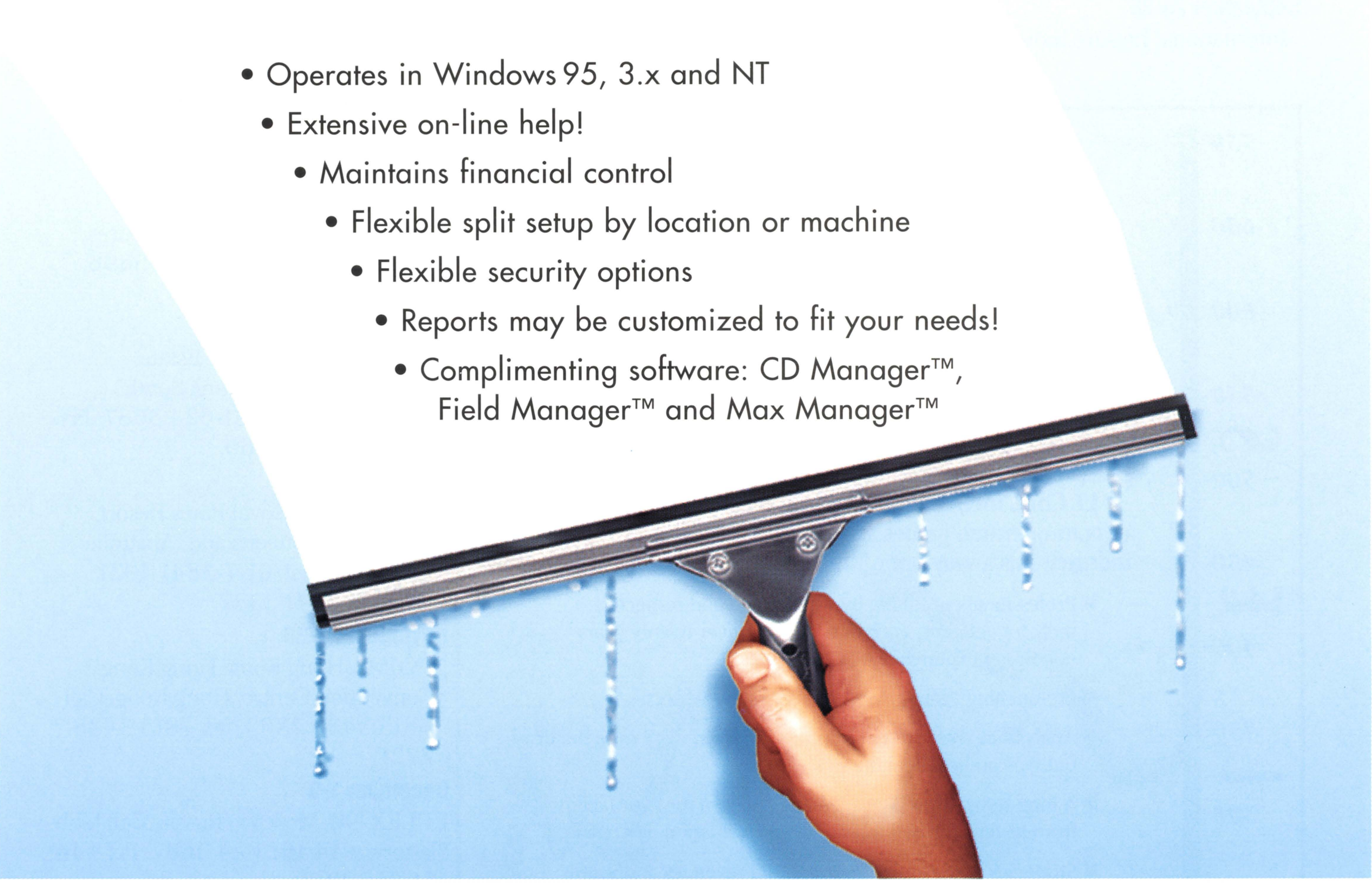

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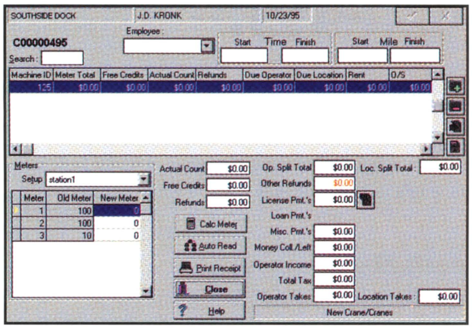

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C00000495

Search:

Employee:

Start Time Finish | Start Mile Finish

| Machine ID | Meter Total | Free Credits | Actual Count | Refunds | Due Operator | Due Location | Rent | O/S |
|---|---|---|---|---|---|---|---|---|
| 125 | $0.00 | $0.00 | $0.00 | $0.00 | $0.00 | $0.00 | $0.00 | $0.00 |

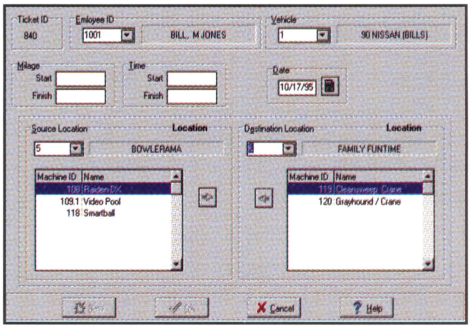
Meters

Setup: station1

| Meter | Old Meter | New Meter |
|---|---|---|
| 1 | 100 | 0 |
| 2 | 100 | 0 |
| 3 | 10 | 0 |

Actual Count: $0.00
Free Credits: $0.00
Refunds: $0.00
Op. Split Total: $0.00
Other Refunds: $0.00
License Pmt.'s: $0.00
Loan Pmt.'s
Misc. Pmt.'s: $0.00
Money Coll./Left: $0.00
Operator Income: $0.00
Total Tax: $0.00
Operator Takes: $0.00
Loc. Split Total: $0.00
Location Takes: $0.00
New Crane/Cranes

**Rotations**

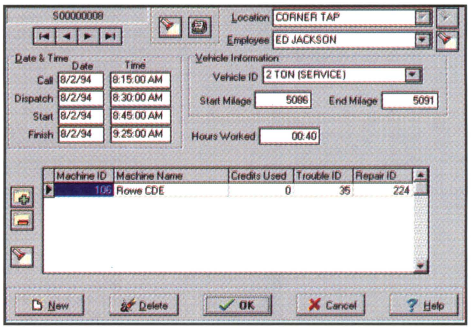


Ticket ID: 840
Emloyee ID: 1001 BILL, M JONES
Vehicle: 1 90 NISSAN (BILLS)
Milage Start: Finish:
Time Start: Finish:
Date: 10/17/95
Source Location: 5 Location: BOWLERAMA
Destination Location: Location: FAMILY FUNTIME

| Machine ID | Name |
|---|---|
| 108 | Raiden DX |
| 109.1 | Video Pool |
| 118 | Smartball |

| Machine ID | Name |
|---|---|
| 119 | Cleansweep Crane |
| 120 | Grayhound / Crane |

**Service**



S00000008

Location: CORNER TAP
Employee: ED JACKSON

Date & Time

| | Date | Time |
|---|---|---|
| Call | 8/2/94 | 8:15:00 AM |
| Dispatch | 8/2/94 | 8:30:00 AM |
| Start | 8/2/94 | 8:45:00 AM |
| Finish | 8/2/94 | 9:25:00 AM |

Vehicle Information
Vehicle ID: 2 TON (SERVICE)
Start Milage: 5086
End Milage: 5091
Hours Worked: 00:40

| Machine ID | Machine Name | Credits Used | Trouble ID | Repair ID |
|---|---|---|---|---|
| 106 | Rowe CDE | 0 | 35 | 224 |

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# International Calendar

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JAMMA '96, Nippon Convention Center, Makuhari Messe, Ciba City, Japan. Call JAMMA, +81-3-3438-2363; fax +81-3-3438-2721.

**September 24-26**
International Leisure Industry Week, National Exhibition Centre, Birmingham, United Kingdom. Call Mark Sherrard, 01932-564455; fax 01932-560009.

**September 26-28**
Gamexpo '96, Petofi Hall, Budapest, Hungary. Call +36 1 140 2825 (phone and fax).

**October 17-20**
ENADA, Rome Fairgrounds, Rome, Italy. Call +39 644-03686; fax +39 644-02718.

**October 24-26**
Park Show International, Rimini Trade Fair Centre, Italy. Call +44 1323 442747; fax +44 1323 840014.

**October 30-November 1**
IAE and SAGSE '96, Sheraton Buenos Aires Hotel, Buenos Aires, Argentina. Call +39 2 839-5696; fax +39 2 894-04081.

**October 30-November 1**
Gamex '96, Gallagher Estate, Midrand, Johannesburg, South Africa. Call +44 161-624 3687; fax +44-161 665 1260.

**November 5-9**
AMOAQ '96, Royal Pines Resort, Gold Coast, Queensland, Australia. Call Ken Priest, 01-7-3841-1021; fax 01-7-3841-1332.

**November 28-30**
JAMMA Hong Kong, Hong Kong Convention Centre, Hong Kong. Call +813 3438 2363; fax +813 3438 2721.

**December 1-3**
EELEX '96, Moscow, Russia. Call John Slattery, +44 161 624 3687; fax +44 161 665 1260.

## –1997–

**January 21-24**
ATEI '97, Earls Court, London, England. Call Peter Rusbridge, +44 171 713 0302; fax +44 171 713 0446.

**January 22-25**
IMA '97, Frankfurt Fairgrounds, Frankfurt, Germany. Call +49 211 901 9183; fax +49 211 901 9127.

**April 22-23**
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# There must be a trick to the Equipment Poll

BONNIE THEARD

I have this recurring dream. When I ask for the mail, specifically the Equipment Poll ballots, instead of the usual basket of responses I get huge sacks of mail like Edmund Gwen received as Kris Kringle (alias Santa Claus) in the movie classic, "Miracle on 34th Street."

In reality, the Equipment Poll turns into a monthly struggle.

I wish someone would tell me how to motivate more operators to return the Equipment Poll ballot. Everyone wants to know how the games are faring in the marketplace but they aren't prepared to give us the necessary feedback.

Everything from superstition to a shortage of time are blamed for not ranking games and dropping the completed ballot into the postage-free envelope destined for the mailman. But I think I know the real reason: a business slump that rivals a baseball team manager's worst nightmare.

When business is good we rarely see operators writing little notes in the margins of the Equipment Poll. When the contrary is true we get comments like these:

From California: "Please take us off your Equipment Poll mailing list. We do not plan on purchasing any new equipment—ever!" *(Always keep an open mind, I say.)*

From Pennsylvania: "It's a software business; why keep selling us hardware?" *(Amen.)*

From Florida: "*Ms. Pac-Man* in a 25-inch cabinet outearns half the games on your list." *(Times must be pretty bad.)*

From California: "My pinballs would be rated 9s if they ever worked properly two days in a row." *(Labor-intensive little buggers, aren't they?)*

From New York: "I just bought *The Simpsons* pinball game and it does as well as *Twilight Zone* in the same location!" *(Not much new equipment crossing the threshold here.)*

Not only are responses on the decline, questions from manufacturers are on the rise: "I know my game is better than this month's rating." Or, "I've sold hundreds of these things. Why isn't it on here? Please put it on next month."

I take a deep breath whenever the office page is "Line three, a question on the Equipment Poll." For the record, we do not determine game ratings. We mail ballots to our domestic operator subscribers, not foreign. We list video, pin, and redemption games, adding new titles as they become available and deleting ones that are not checked off after six months. Space is allowed at the bottom for any title not listed above.

There are a lot of reasons why a game may not appear on the chart. For one, operators do not buy all the newest equipment. They are playing it close to the vest these days and face a field of impressive although pricey deluxe simulators suitable for only a limited number of locations.

One distributor told me that even a reasonably priced kit he recommended to his customers as a good game went unnoticed because money was so tight. He finally convinced a few to try the game and they immediately came back and ordered more. Then the game appeared on the poll, coincidentally right after an inquiry from the manufacturer. It was a matter of distribution catching up with the game, as we had explained. The manufacturer had indeed sold units to distribution, but the games had not made it into locations in sufficient numbers to make it on the chart. Still, misconceptions persist.

Is there a solution? I don't have one yet but I'm working on it. Perhaps I can dream up something. ▲

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# WHO'S NEWS

**GEORGE MCAULIFFE**, former chief executive officer of Edison Brothers Entertainment, has formed a new company, Pinnacle Entertainment Group Inc.

McAuliffe explained: "Pinnacle was formed to provide management services and to perform a senior advisory role to companies in the coin-op family entertainment and location-based entertainment industries. We see many opportunities for growth and development in these leisuretime fields and will be dedicated to providing our clients with high quality expertise, guidance, and services.

"We see the experience and resources of Pinnacle matching nicely with the growing demand in the United States and worldwide. We are finalizing several deals which will allow us to assist clients and also operate attractions on our own."

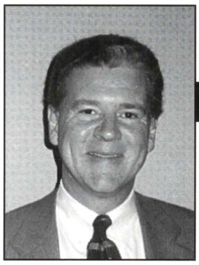
The industry veteran began his career with the Time-Out chain in 1979, working his way up in the organization when it was privately owned and later after it was purchased by Sega in 1986. He led the 1988 team that opened the first mall-based family entertainment center in the country.

Then in 1990, when Edison Brothers purchased Time-Out along with Adventure Properties Ltd. (Spaceport) and combined the two, McAuliffe was named vice president and general manager. He became CEO in 1994 and held that post through February 1996 when he was instrumental in the sale of the division to Namco Cybertainment.

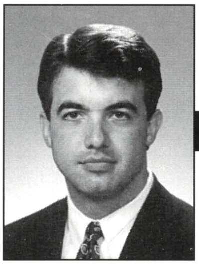
During his tenure Edison operated a variety of entertainment concepts including restaurant operations, game rooms, FECs, laser tag facilities, and other entertainment venues.

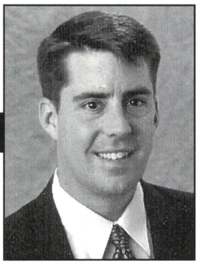
Pinnacle's address and phone are: 501 N. Broadway, St. Louis, MO 63102; (314)331-6031; fax (314)331-6002.

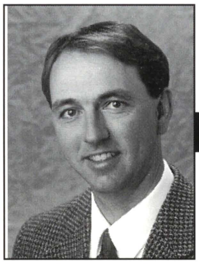
**LUCINDA BENDER** has been promoted to the position of manager of advertising and events for California-based video game giant Namco-America.


GEORGE MCAULIFFE

LUCINDA BENDER


JOHN METTE


MICHAEL SALOMONSON


TROY FENN

LORI TREANKLER

She will be responsible for all aspects of trade show management and event planning, design and layout of advertising materials, brochures, and other promotional materials. She will also be involved in the strategic planning of the marketing department.

Bender's industry career dates back to 1979 when she was with Vectorbeam, later transferring to Exidy when Vectorbeam was purchased. She was co-lead of final assembly for a while at Exidy before she left the industry to continue her education.

Upon her return she worked on a temporary basis for Namco before joining the staff full time.

According to Frank Cosentino, vice president of sales and marketing for Namco, Bender's organizational skills and thoroughness are an asset to the marketing department.

**JOHN METTE** has joined the staff of Coin ConneXion as director of marketing.

Mette will take the lead in the sales, marketing, and advertising efforts of the route management software developer. He believes the company has set the stage for a period of explosive growth.

Coin ConneXion president Dave Jensen stated: "Our accelerating growth demanded that we recruit a top-notch executive to head our marketing efforts. John's credentials are impeccable and we are excited to welcome him to our team."

Mette comes to the company from Rockwell Intl. where he managed the development and marketing for its satellite communications systems. He can be reached at Coin ConneXion's Sioux Falls, S.D., headquarters, (605)331-5575; fax (605)331-5574.

**MICHAEL SALOMONSON** and **TROY FENN** have been named as new account executives for JCM Intl.'s Las Vegas-based North American bill validator division.

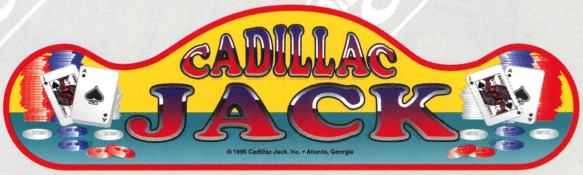
Salomonson brings over a decade of sales and consulting experience to JCM. He was a former account manager with Bell & Howell in Los Angeles. His background is in computer science with extensive technical training.

Fenn is a former sales manager for Philip Morris. He has more than 10

# INTRODUCING

# CADILLAC JACK *Plus*

A New Game From...


CADILLAC JACK
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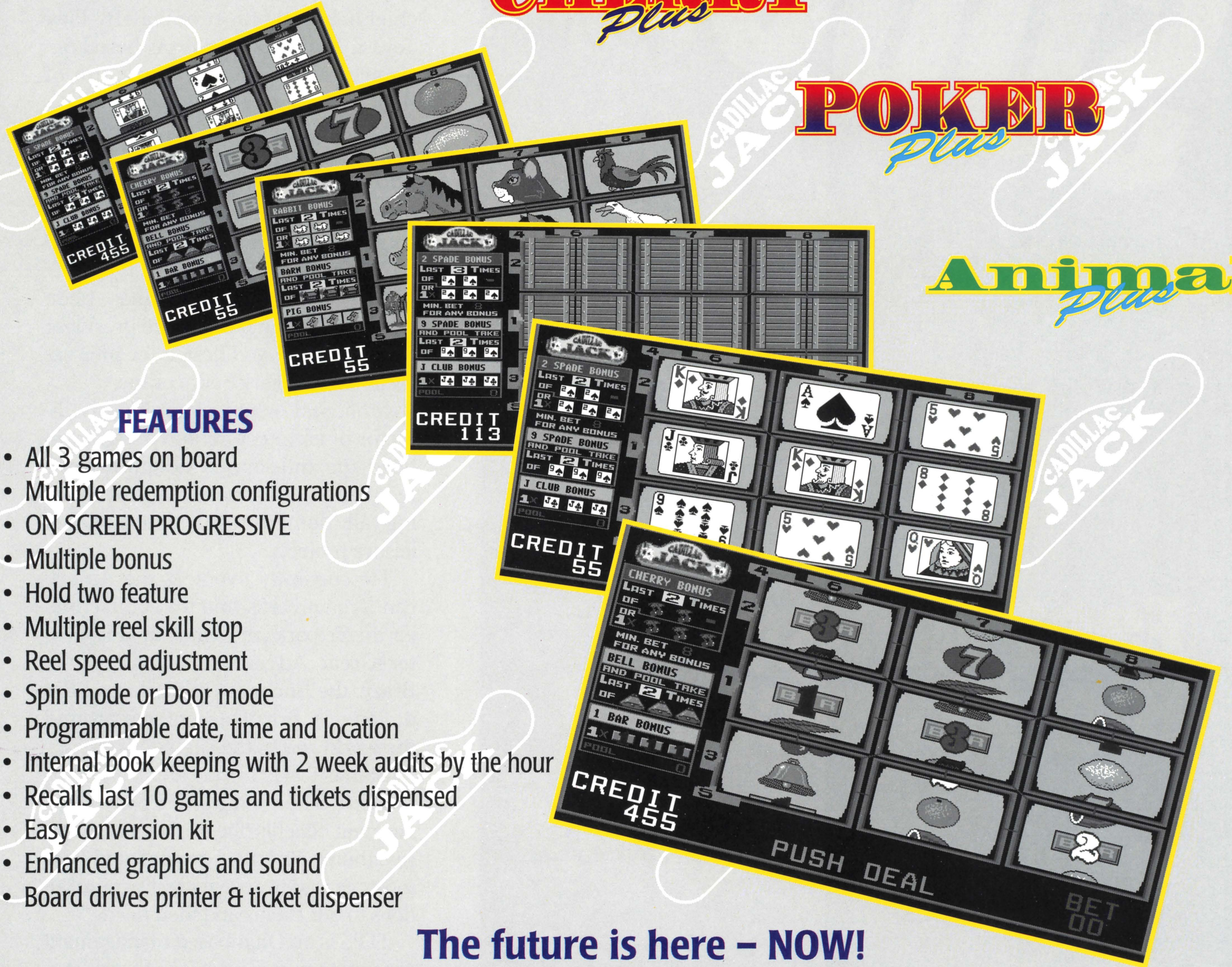
## CHERRY *Plus*

## POKER *Plus*

## Animals *Plus*


CADILLAC JACK
2 SPADE BONUS
CHERRY BONUS
RABBIT BONUS
BARN BONUS
PIG BONUS
9 SPADE BONUS AND POOL TAKE
J CLUB BONUS
BELL BONUS AND POOL TAKE
1 BAR BONUS
MIN. BET FOR ANY BONUS
CREDIT 455
CREDIT 55
CREDIT 55
CREDIT 113
CREDIT 55
CREDIT 455
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Both account executives can be reached at (702)794-0405; fax (702)794-0120.

**JUANITA LOZANO** has been named chief financial officer of Play-By-Play Toys & Novelties, the Texas-based designer, developer, and distributor of stuffed toys and novelty items.

Lozano joined the company as financial reporting manager in March 1995. Prior to joining Play-By-Play, the CPA held various financial and accounting posts at Datapoint Corp. and Mobil Oil Corp.

**THOMAS MONTCHAI** has been promoted to the post of vice president of architecture and design for International Theme Park Services Inc.

Montchai, who was previously director of architecture and design, will head the full-service design department and be responsible for overseeing all domestic and international leisure projects.

He currently oversees the American Dream Parks (the first of five major theme parks in China), the Playcenter/Great Adventure in Sao Paulo, Brazil, the Enchanted Kingdom in Rio de Janeiro, Brazil, and others around the world and in the United States.

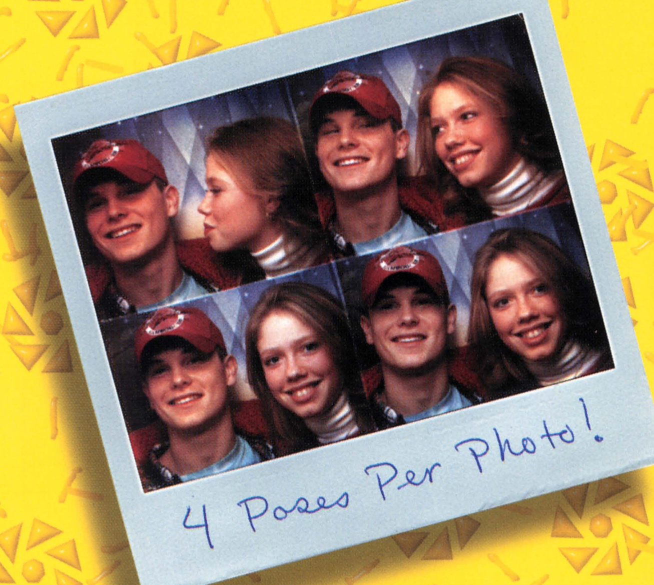
Stated ITPS president Dennis Speigel: "The clients of ITPS are reaping great benefits due to Thomas' extensive theme park background, and I am most pleased to recognize his contributions to our clients and their needs."

ITPS is an Ohio-based management consulting firm for the leisure industry. Montchai can be reached at (513)381-6131; fax (513)381-2756.

**LORI TREANKLER**, who logged 12 years in the industry with redemption game manufacturer Bay Tek Inc., is looking to return to the coin-op world after a brief hiatus.

The self-described "committed self-starter" is seeking a challenging position in sales and/or marketing where her expertise can be put to good use. Treankler can be reached at (414)-822-1622. ▲

# Believe It!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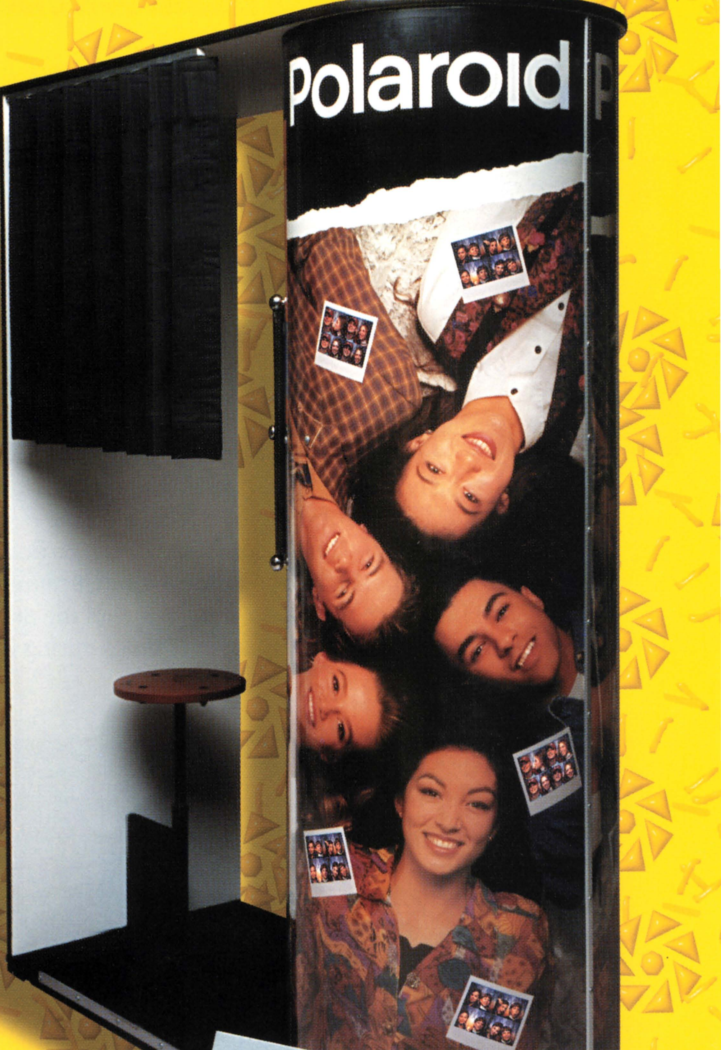

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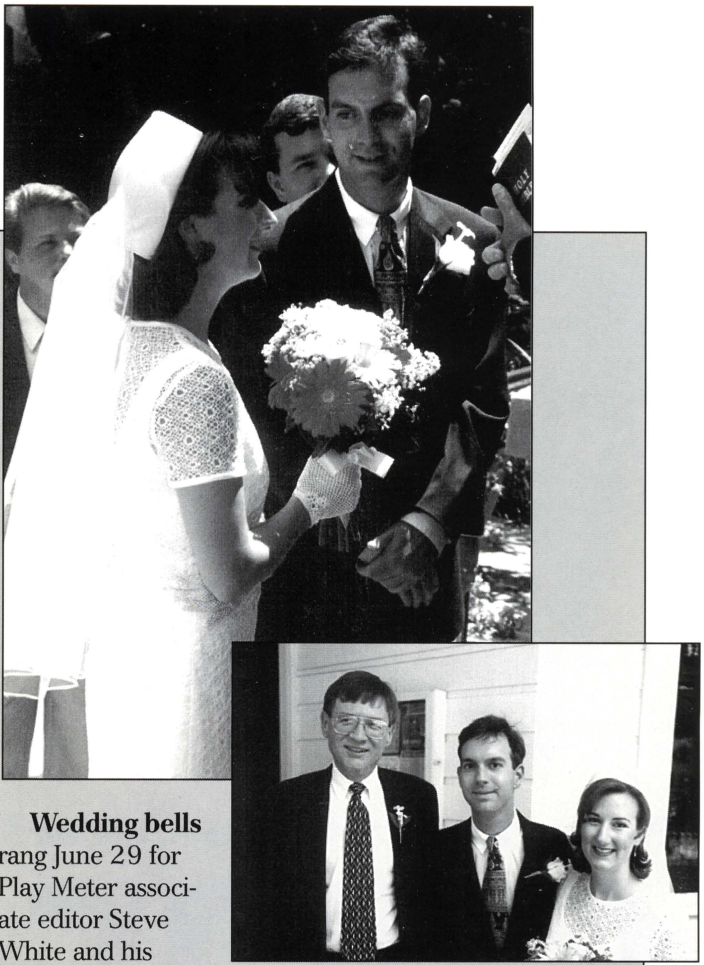
# BEYOND THE PLAYFIELD

GREEN COMMANDOS

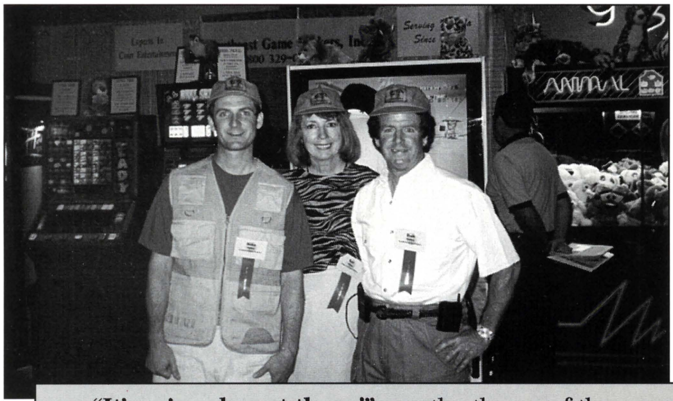
**Laser Storm** has attracted the interest of science fiction aficionados after its appearance at Starfest '96, an annual event for Star Trek lovers held in Denver, Colo., this year. Trekkies gathered for autograph sessions, watching movie studio previews, entering Star Trek trivia contests, and an opportunity to experience laser Storm's Circuit Commandos laser tag game in an inflatable arena.

Said Eric Schwartzman, vice president of marketing and design for Laser Storm: "Starfest provided the perfect venue for our inflatable attraction. It gave science fiction fans of all ages a chance to step inside a futuristic atmosphere and become part of the action. Some of the players were tireless and played up to eight times during the event."

**Collectors and nostalgia fans, get ready for another season for the Orlando Collectors Expo with exhibitions set for Oct. 19-20 and Jan. 25-26 at the Central Florida Fairgrounds. According to the Expo's Chip Nofal, the show features the best in antique collectibles such as jukeboxes, vintage pinball machines, country store and saloon memorabilia, neon signs, and more. Showtimes are 10 a.m.-5 p.m. Saturday and Sunday; early buyers can come Friday Noon-5 p.m. For more specifics, call (904)928-0666.**



**Wedding bells** rang June 29 for Play Meter associate editor Steve White and his bride Abigail Bliss. It was a garden wedding at the Columns Hotel on historic St. Charles Ave., followed by a reception that featured live music and famous local cuisine. Steve's uncle, the Rev. George Purnell of Evansville, Ind. (pictured with the happy couple), performed the ceremony. Steve and Abby honeymooned in Point Clear, Ala. Prior to the nuptials the office staff surprised Steve and Abby with a bridal shower.



**"It's a jungle out there!"** was the theme of the annual Southeast Regional Bowling Center Convention and Trade Show where Southeast Game Brokers (SGB) is a regular exhibitor. The show took place July 12-14 at the Clarion Plaza Hotel in Orlando, Fla. Pictured: Rich Holley with his son Mike and wife Bev at the SGB booth.

**James Industries'** chief executive officer James Roberts wed Karen Sebela in a ceremony on the island of Gibraltar July 5. The couple celebrated in London and dined with friends Michael and Hilary Green, then traveled to Ireland where they visited with Kevin and Ann Hayes and Mike and Eileen Nevin of Namco. The jet-setters were in Tangiers when they decided to marry. Best wishes to Jim and Karen.

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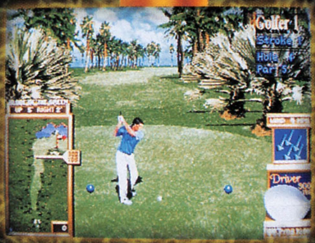
Golfer 1
Stroke
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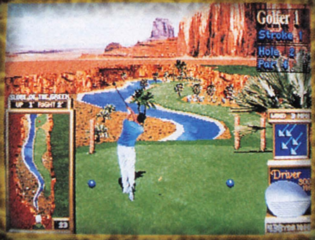
Golfer 1
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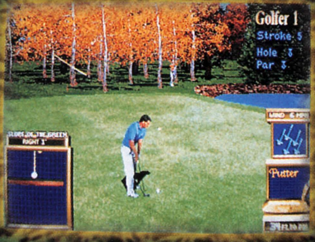
Golfer 1
Stroke 5
Hole 3
Par 3
Putter

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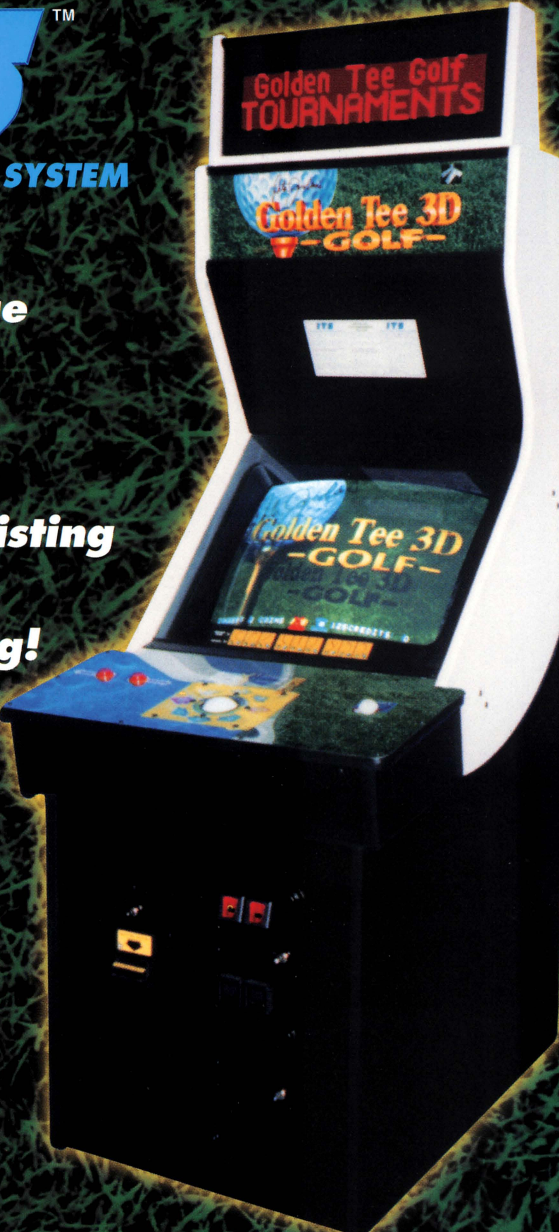
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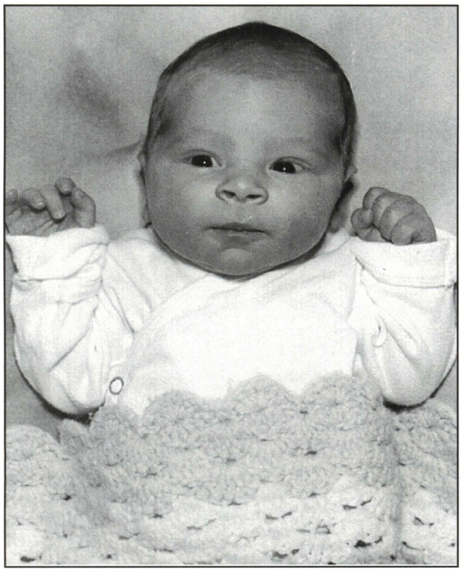
# BEYOND THE PLAYFIELD



**Mid-City Distributing Co.'s** Michael Hoberman and his wife Tiffany welcomed the newest member of their family on May 23 when little Jacob Daniel entered the world. Jacob is the third child for the Hobermans, who reside in Omaha, Neb. Jacob joins a brother, Joel, and a sister, Sarah. Congratulations to the entire Hoberman family.

**Rowe/AMi** welcomed over 100 operators and distributors at a reception it hosted during the recent SALEX show in Sao Paulo, Brazil. The evening's highlight came when Rex Yannarell introduced Carlos de Lima as Rowe's agent and manager of the Rowe/AMi office.

Yannarell said, "It is a pleasure to have a person with the knowledge and reputation that Carlos brings to the company. The opening of our office in Sao Paulo with its parts, service, and technical training capabilities is a major commitment to the South American market. We look forward to a long and mutually successful relationship with our friends and customers in South America." From left: Carlos de Lima, Joel Friedman, Bob Navara, Dominick Favata, and Chris Hines. ▲

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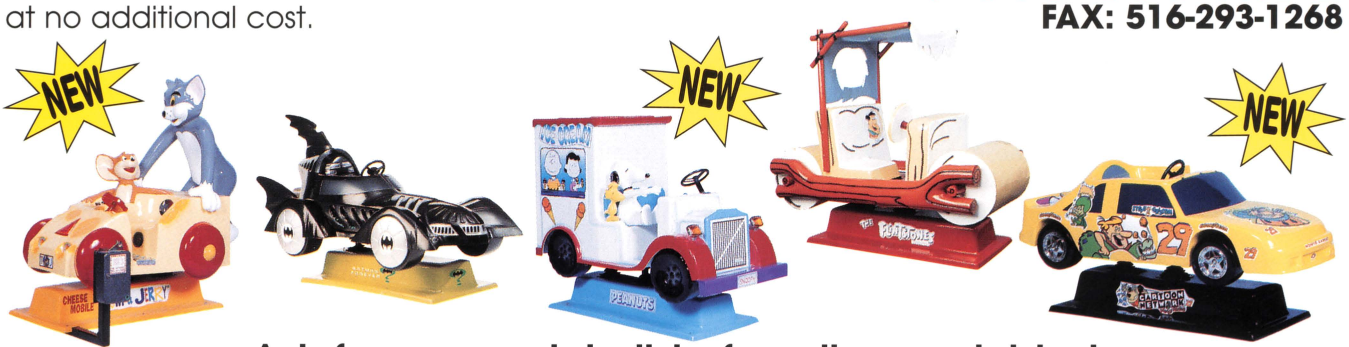

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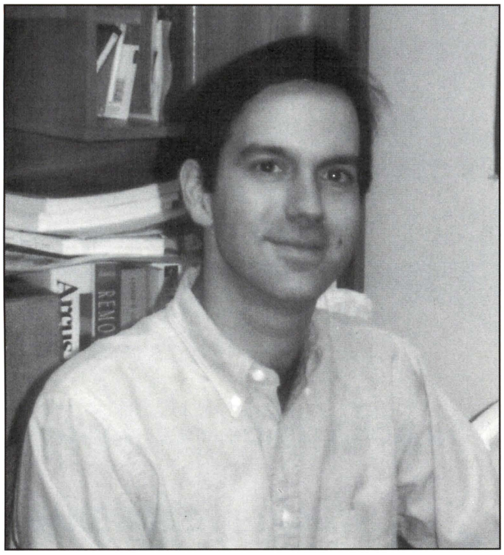
FROM LEFT
**FIELD**

# A different look at price per play

STEVE WHITE

We all have one—a familiar personality from our childhood, someone older who emanated a sense of wisdom without being overbearing, as if your presence was the philosopher's stone for whatever sage nuggets of knowledge they might produce.

For me it was my grandfather Buck White's best friend, an affable, if somewhat loopy, Southern gentleman named Gilliam Gwin, who often played Ed Norton to the eldest White's Ralph Kramden. Yet his "aw shucks" attitude was a mask, a court jester's facade, hiding his perverse desire to intrigue and provoke.



He loved nothing better than to bring up a subject he knew would agitate my grandfather, being careful to frame it in such a way that his facts were always come by second hand. Gilliam would work granddaddy into a frenzy of anger, and just when the volcano was about to blow, he would matter-of-factly add his infamous caveat: "Buck, I'm just telling you what they told me."

Known as a raconteur in his native region of the Mississippi Delta, Gilliam, whose profession was farming and whose actual vocation was perfecting his deeply flawed golf game, is often cited for another of his famous sayings, which he would drop on you after a long discourse on any number of subjects, undercutting whatever definitive conclusion he had just reached. "But what do I know?" he would say with a sly smile.

Invoking the spirit and manner of my grandfather's friend Gilliam, I want to take a whack this month at one of coin-op's sacred cows: the notion that success will inevitably flow from increasing price per play. Yes, yes, I know the conventional wisdom is that operators must get more per play if they hope to make it in the current economy. This is taken as gospel by many qualified members of the industry, people with more years experience than I have candles on my birthday cake.

Nevertheless, if you look around, and listen too, there are a few dissenters out there chattering loudly about the emperor's new duds. Industry pioneer Nolan Bushnell said it loud and clear at a seminar during last spring's ACME show: increasing price per play to keep up with the rising cost of equipment will do more harm than good, period, end of sentence! A number of arcades across the country are even putting their money where their marketing mouth is, placing games on nickel play to give the impression of value to the customer, even if they are charging an entry fee.

In last month's Play Meter, operator and distributor Brad Brown, an industry trailblazer, voiced his concern that players are being taken away by newer and cheaper technologies. "The future of coin-op depends on competing against this newest technology. I don't for a moment believe that we need to increase our cost of play, or increase the cost of equipment...I have always believed that game players like to play games, but in the coin-op realm of things we're losing these players because they are paying too much, not too little."

Like Gilliam used to say, "I'm just telling you what they told me," but while it may go against the historical grain, it's a point that can't be ignored. Home entertainment equipment, including home video game systems and PCs, have historically entered the market at a premium price only to gradually decrease, and the advent of Internet popularity raises a whole new question about the pay-for-play concept that has traditionally been stressed in our business.

In listening to Brown and others, I think the key word is competition. A noted economist in the New Orleans area once told me that the notion of an "entertainment dollar" was a false concept. He said there is only discretionary income that can be spent on anything from a Broadway musical to an extra bag of potato chips.

If that's true, it means we must compete against new technology and take into account the larger economic picture instead of simply falling back on traditional rationales and formulas. If games of comparable quality can be delivered cheaper through other mediums, consumers will turn their backs on the coin-op market. That seems only logical to me.

But what do I know? ▲

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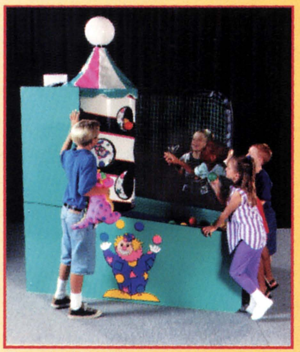
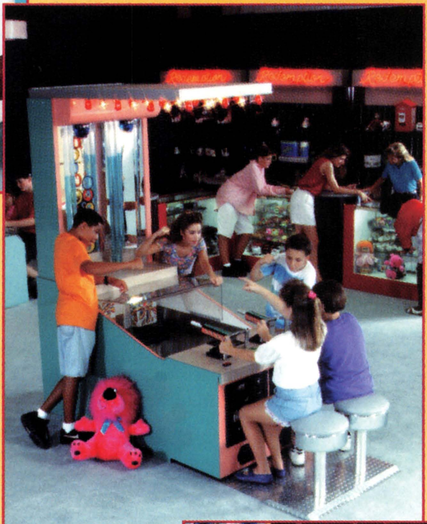
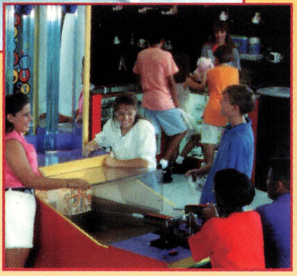

Barrel of Fun™


Rising Waters™



Modular Redemption Center™

© Bob's Space Racers, Inc 1996

COVER STORY

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ACE
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From top center clockwise: John Margold, John Tracy, Orlando Marrero, Tony Lantz, Maureen Coyle, Kym Platson, David Drouillard, Keith White, Alicia Sadoff, Jurgen Jost

# NSM-America's FOUR ACES: products, service, marketing, people

With AMOA '96 just weeks away, NSM-America believes that it is holding the winning hand that will meet the needs of the American operator and continue to maintain and grow its operator customer base. One of the four aces in NSM's winning hand include a jukebox for every location.

The cornerstone of the product line lies in NSM's technology and programming capabilities. Its 100-disc capacity changer, enclosed in a dust-free compartment, is the fastest on the market; the average time between songs is only about 2.5 seconds. The jukebox's internal computer controls the 100-plus programming features—a time clock, adjustable pricing, and adjustable volume settings are only a few.

NSM has seen how important features like these are becoming to operators who want the jukebox to be "tailored" to match the environment and specifications of the location. Having such features is often critical to the income of the jukebox in the location.

## THE PRODUCT LINE-UP

All of NSM's six jukebox models—from full-size floor models and the most compact wall-mount to a 1940s American classic —incorporate the above-mentioned technology and programming features. Let's take a look at NSM's product line.

**Digital Thunder:** A full-sized floor model with an intriguing, eye-catching, rotating mechanism at the top.

**Digital Thunder Wall:** It allows patrons to make selections and then watch the CD changer as it plays the music.

**Performer Grand 2000:** An in-

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HYPERBEAM
MUSIC

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*2000 songs in the space of a payphone.*

**The most precious of musical gems.**

All the HyperBeam™ performance of our floor model jukeboxes — a 100-CD library, an ultra-fast song changer, automated background music or pay-per-play. Over 100 programmable features. Plus a distinctive, stunning style that shimmers in silvers, ultra-marines and greens.

***For full information, contact your nearest NSM distributor.***

**NSM** M.U.S.I.C.

NSM-America
1158 Tower Lane
Bensenville, IL 60106
(708) 860-5100 FAX (708) 860-5144

Digital Thunder Wall™

Performer Wall 2000™

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dustry favorite with its laser-transmitting beams and color-pulsating rods shining throughout the mirrored cabinet.

**Performer Wall 2000:** A sharp looking wall-mount with its ebony and silk-screened front glass and animated laser beam.

**Emerald Ice:** It shimmers with an emerald green light and allows patrons to view the CD changer mechanism through an emerald-like design.

**Nostalgia Gold:** NSM has combined the strongest elements of the jukebox's history—the 1940s style cabinet of solid walnut, metal and chrome trim, and multicolor gel tubes—with NSM's impressive 1990s CD technology.

NSM's combination of technology, features, and a variety of appearances allow NSM to provide its operators with a strong, wide range of products. "The foundation upon which we want to strengthen and expand our operator base is through providing the best product to meet the widest range of needs possible," said senior vice president John Margold. "With our current line-up, we are poised to meet this demand."

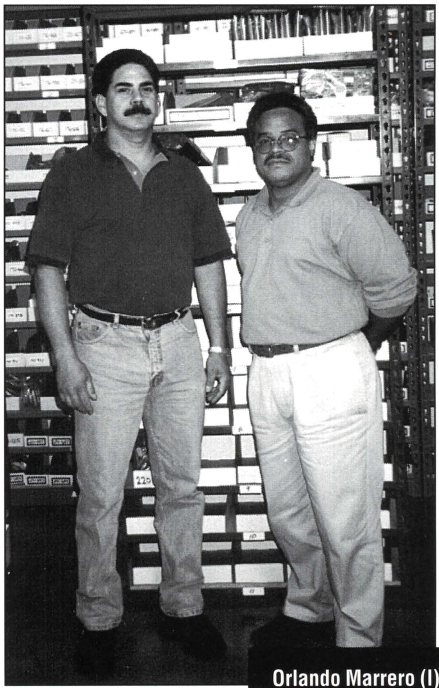
NSM AMERICA INC.
1158 TOWER LANE

Parts and service, (l-r): Andre Lopez, Orlando Marrero, Joey Socorro, Juanito Espada, Tony Lantz, Ken Kufner, Luke Schiro, and Stacy Clark.

## AFTER THE SALE

While satisfied with its potent product line, the feeling runs strong throughout NSM that a powerful product line is only one element in meeting operators' needs. "While a solid product line is important, we know that building and maintaining customer loyalty depends on how we stand behind and support our products," notes sales manager Dave Drouillard. "Over the last year or so we have looked to strengthen our support of our distributors and operators."

This support has materialized in many ways, according to service manager Tony Lantz, who explained, "We took a hard look internally to see if we were doing everything we could to service our distributors and operators. While we found that we were doing a good job, we wanted to do a great job and saw room for improvement."



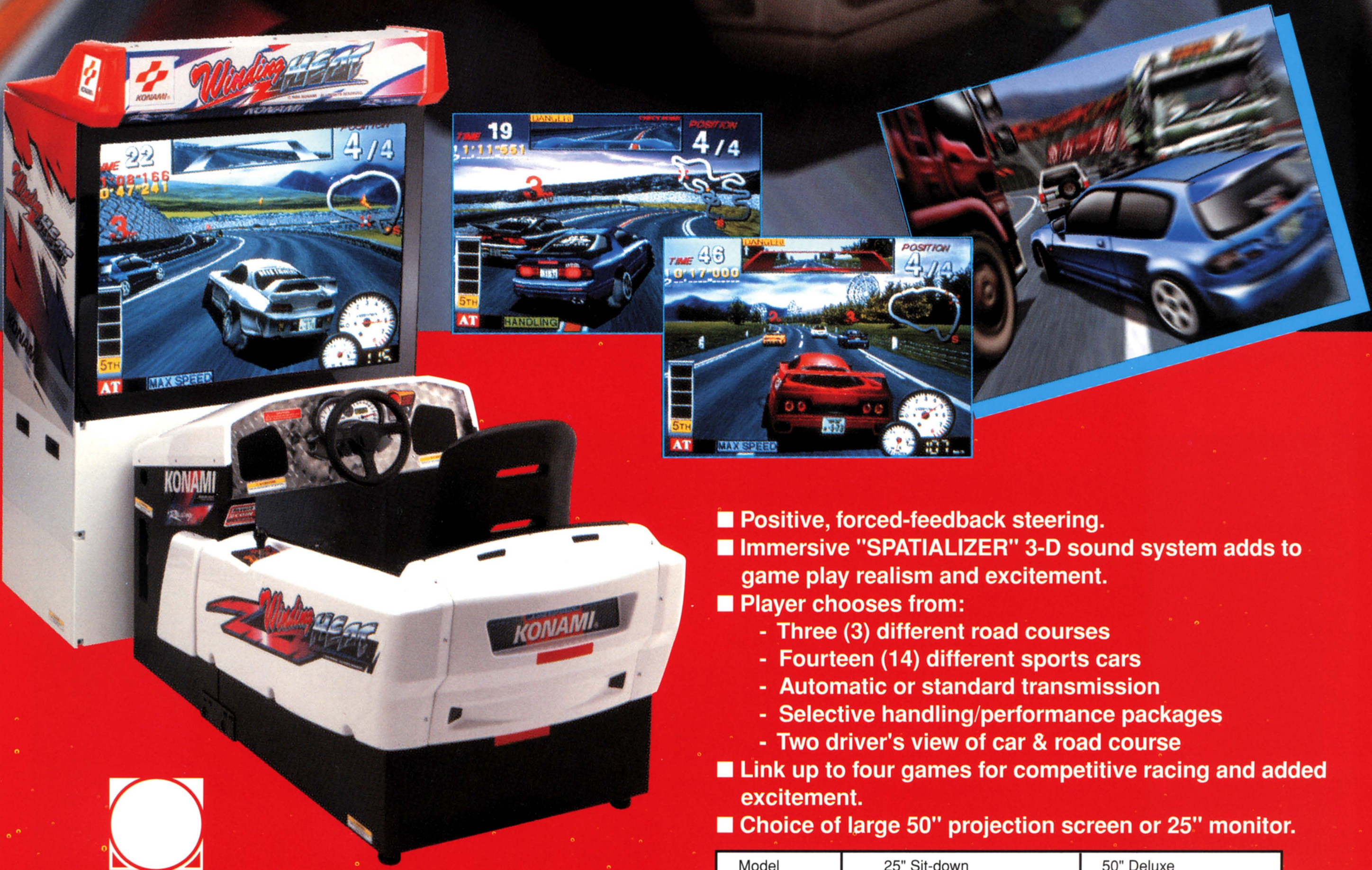
Orlando Marrero (l) and Andre Lopez in parts.

The accounting department, (l-r): Marge Boccio, Cheryl Hochmuth, and Matt Lugowski.

One of the improvements has been in parts availability and delivery. The parts department has a goal of 24-hour turnaround on spare parts orders. This level of support has called for a strong commitment in investing in time and resources, but NSM knows it worth every bit of the effort. According to CFO Jurgen Jost, "It has included doubling our on-hand inventory, increased staffing, and implementing expedited shipping service. These steps have made a

# Winding HEAT™

## HOTTER THAN HOT!



- Positive, forced-feedback steering.
- Immersive "SPATIALIZER" 3-D sound system adds to game play realism and excitement.
- Player chooses from:
  - Three (3) different road courses
  - Fourteen (14) different sports cars
  - Automatic or standard transmission
  - Selective handling/performance packages
  - Two driver's view of car & road course
- Link up to four games for competitive racing and added excitement.
- Choice of large 50" projection screen or 25" monitor.

| Model | 25" Sit-down | 50" Deluxe |
|---|---|---|
| Dimensions | 30"W x 67"H x 61"D | 45"W x 74"H x 93"D |
| Weight | 390LBS. | 500LBS. |

SPATIALIZER®
3D stereo

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**Emerald Ice**

EMERALD ICE

**Digital Thunder**

Digital Thunder

marked improvement to our customers."

In addition, NSM-America notes that it has increased its communications with its distributors on parts issues and improved the content and quality of the manuals included in each jukebox. "For a long time we've wanted to improve the parts documentation that our distributors have on hand," observed long-time (10 years and counting!) parts manager Orlando Marrero. "When we introduced our comprehensive parts manual, our goal was to provide our distributors with the most up-to-date information on our spare parts. The availability and accessibility of this information is essential for our distributors to provide NSM operators with the parts they need in a timely fashion."

Timely, effective service support is essential, as Lantz explains: "We realize that when a component needs to be repaired, operators want it done quickly. To achieve our goal of 48-hour turnaround on repairs, we've increased the training of our staff."

In addition to increasing its own service staff's expertise, NSM has created a number of materials to raise the awareness and abilities of NSM operators on technical matters. "Over the past year we've improved both the quantity and quality of information regarding the service and operation of our jukeboxes," commented training manager Keith White. "I spend about half the year traveling throughout North America working with distributors and operators on programming and servicing. It's time well spent."

White continued, "However, it is important that technicians and route personnel have reference materials on hand. Our programming and troubleshooting pamphlets, as well as booklets on subjects like speaker installation, can be valuable tools for operators."

**Digital Thunder Wall**

Digital Thunder

**Performer Grand 2000**

**Performer Wall 2000**

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Introducing Nostalgia Gold…

# The Concorde of nostalgia jukeboxes

Concorde
COMPACT DISC
TOP TEN HITS
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6024
NSM

As is true with so many things, from planes to jukeboxes, there's always one that stands out. One that earns a place in history.

When it comes to jukeboxes, the Nostalgia Gold is designed to be that one. It combines the classic look of the 40's with the classic high performance sound system of the 90's… the advanced technology, NSM 100-CD HyperBeam system.

Which means, you can now have all the earnings advantages of our high-speed, high-technology HyperBeam system… with all the patron-enticing appeal of revolving colored lights and mesmerizing bubble tubes.

And, on top of that, you'll own a collector-quality classic that will almost certainly hold its value for decades to come. You'll own..

## The Nostalgia Gold

… The first *real* classic since
the first real classic.

See the Nostalgia Gold at your nearest NSM distributor.

**NSM *M.U.S.I.C.***

NSM-America
1158 Tower Lane • Bensenville, IL 60106
(708) 860-5100 FAX: 5144

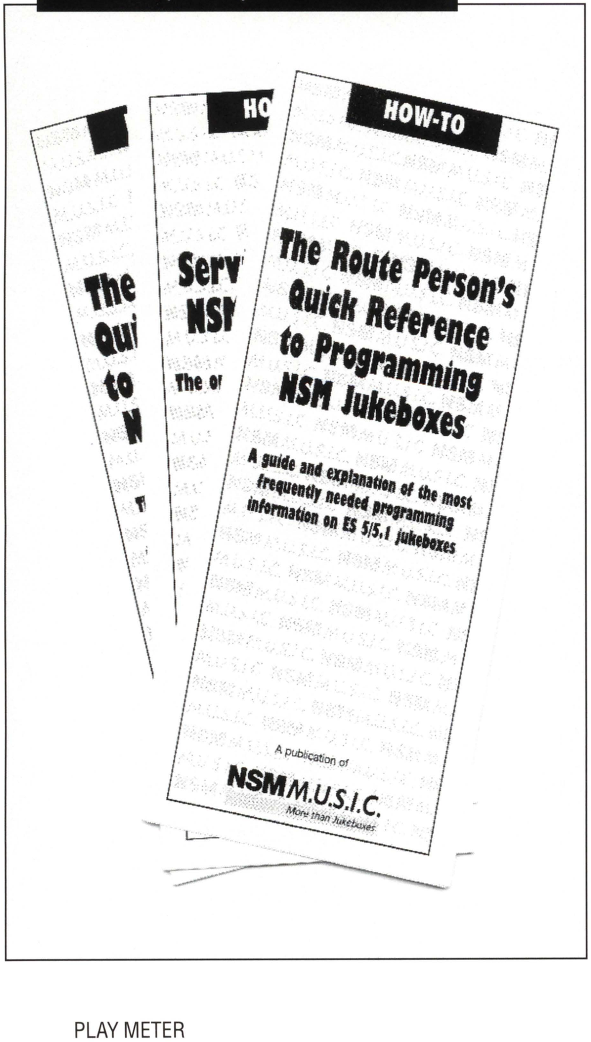
> ***“While a solid product line is important, we know that building and maintaining customer loyalty depends on how we stand behind and support our products.”***

## MARKETING SUPPORT PROGRAMS

In working to make the day-to-day operation of its jukeboxes easier, NSM’s marketing support programs have been improved and extended, as sales manager Alicia Sadoff, tells us: “Our service and parts programs have really helped operators. But we’ve gone beyond helping them maintain their jukeboxes by providing ways operators can build and grow their businesses.”

Sadoff continued, “These efforts have come in several ways. While we understand and appreciate maintaining awareness of our products to operators, we are also working to increase the awareness of our products to locations through advertising and trade show exposure. The results of these efforts—customer prospects—are passed through our distributor channel to NSM operators. We’re happy to say that these efforts have resulted in new business opportunities for NSM operators. Given the success, these are programs which NSM-America intends to continue to use.”

Samples of the pamphlets NSM is publishing to help operators operate their jukeboxes more profitably.


HOW-TO
The Route Person's Quick Reference to Programming NSM Jukeboxes
A guide and explanation of the most frequently needed programming information on ES 5/5.1 jukeboxes
A publication of
NSM M.U.S.I.C.
More than Jukeboxes

NSM is not only driving new business to its operators, it has created programs and support materials to help them improve their existing locations. Marketing manager John Tracy elaborates: “We’ve realized that we must help our customers improve both the efficiency and profitability of their existing coin-op equipment. To this end, NSM-America has created different publications, like ‘Winning Strategies with Locations’ and ‘How to Make Jukeboxes Really Sing’ designed to help operators manage their jukeboxes more profitably.”

Marketing assistant Maureen Coyle added, “Earning on core equipment like CD jukeboxes has remained steady. This consistency has led many operators to a back-to-basics approach that focuses more on core equipment. We want to give them the tools and resources to make this equipment even more profitable.”

The tools Coyle talked about include NSM’s “Attention Getter” package. This kit includes three placards which offer different incentives—from promoting newly installed music to pricing specials—for the location’s customers to play the jukebox.

Tracy said, “By trying different ideas with operators in the United States and Canada, we are providing concepts that are both attractive to location customers and easy for the operator to incorporate into his route. We’re happy with operators’ reactions to our program. Work on developing even more ideas is ongoing.”

## THE WINNING TEAM

The real “ace” up NSM-America’s sleeve is its 22 employees. The product, service, and marketing resources are successful because of the dedicated team. “We realize that the solid product and exceptional support we offer our customers is a result of the hard work our dedicated people put in each and every day,” expressed Jost.

“I really believe that we have the pieces in place for a winning hand,” declared Margold. “Every day the employees of NSM-America work to provide our customers with the product, service, and marketing support essential to maintain and grow their businesses. With these cards in place, NSM operators will hold the winning hand as well.” ▲

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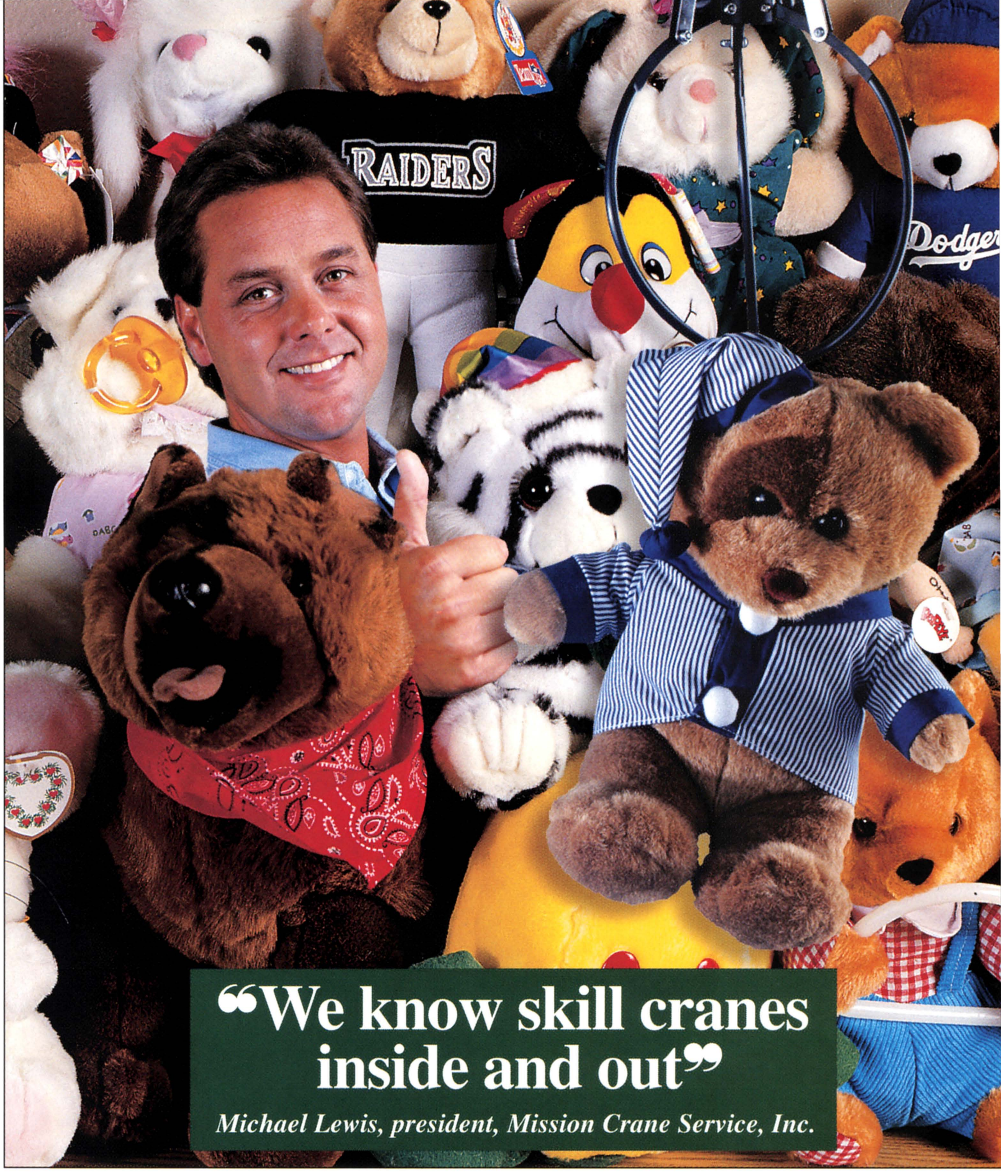
# What more could an operator want?



"We know skill cranes inside and out"

*Michael Lewis, president, Mission Crane Service, Inc.*

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- **50 to 100% Higher Revenues?**

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**NEWS FEATURE**

# Arachnid makes running DART LEAGUES EASIER THAN EVER

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MIXED TRIPLES CHAMPIONS
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THREE THOUSAND AND 00/100

**Arachnid's Dave Schultz (c) is heading up the BullShooter Dart Association. Here he presents a check to the winners of the BullShooter World Challenge of Champions last year.**

Arachnid has formed the BullShooter Dart Association to help operators who may have thought darts just weren't for them. But anyone can take advantage of this tool for successful dart leagues.

Arachnid knows that electronic darts with leagues are one of the best investments operators can make. However, the biggest obstacle to expanding the sport is the reluctance of the very operators they are trying to help. Arachnid has formed an answer for those who are hesitant about taking on the responsibility of running dart leagues. The BullShooter Dart Association may be the answer you've been searching for.

Before we get into the details of this revolutionary concept, be assured that Arachnid is offering this as an option, described as a tool you can choose. You are still free to run your dart leagues any way you see fit.

We were anxious to hear more, so we got Arachnid president Bill Ward on the phone and, in effect, picked his brain. We specifically asked him about the new BullShooter Dart Association and how it came about. While he was delighted to tell us everything we wanted to know about the new association, he explained that there was a bigger issue at hand.

"Over the years," he began, "one of our biggest obstacles to growth has been operators who don't want to do dart leagues for any number of reasons. We have spent a lot of time promoting with them and teaching different people how to run leagues. But it hasn't seemed to be enough for some of them, particularly in the modern age of the Galaxy system where you have to use a computer if you want to take advantage of everything offered."

Ward went on to say that some operators are a little afraid of using computers and some simply don't have the time to devote to league programs. As those of you involved in any type of league can attest, running leagues involves a commitment of time. "The larger an operator, the more difficult it is," notes Ward, adding, "A large operator just doesn't want to devote his time to dart leagues and he doesn't want to hire new people.

There are two basic aspects to running successful leagues and Ward expounds on the first–local promotions. "Operators have to find the time to visit locations, deal with bar owners, run tournaments, and get those location owners to attract more teams into the league. The objective of the whole thing is getting as many players as possible. The advantage should be obvious: the bar owner will see more coin drop in all of his games if there are more people coming into his location to participate in the dart leagues. And they'll be there on a regular basis. The bar owner has a better business if he has more people in his bar."

Ward said that one of the newest markets for electronic darts is Louisiana. Ironically, Louisiana is one of only a handful of states that has legal video poker, so naturally we wondered if that was an asset to running dart leagues. Ward replied, "Video poker is not an advantage per se. When all bars have video poker it's not an attraction for one bar over another. However, since the objective is to have more people in your bar, running dart leagues brings those people in and they will most definitely play the pokers. The dart leagues will give you an advantage over the bar down the street."

How about locations that are already hosting pool leagues? Again Ward said it's not an advantage in itself. However, he concedes that places with

## LEAGUES AND TOURNAMENTS

- ✓ Arachnid created the first soft-tip dart league format in 1977.
- ✓ 16 state regional tournament circuit throughout the US.
- ✓ $250,000 BullShooter World Championship tournament tour.
- ✓ $100,000 ten-event BullShooter Finals.
- ✓ Automatic calculation for NDA "SPRE" and points per round.

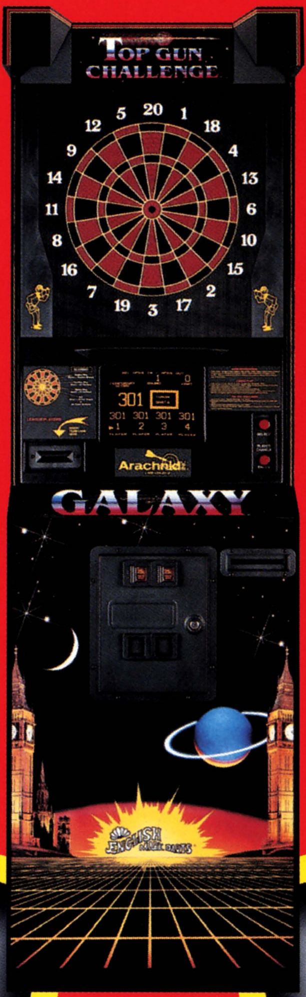
## PRODUCT AND TECHNOLOGY

- ✓ The leader in modem-based communications between office computers and route equipment.
- ✓ Dart, hattrick, triple, win, bust and coin-op sound selection
- ✓ Operator selectable features without flipping switches
- ✓ --Automatic player change
- ✓ --Single/double bullseye
- ✓ --Missed dart detector
- ✓ --Coins per credit

# GALAXY

## "MOST PLAYED DART GAME"

## THE COMPLETE SYSTEM



**Voted by AMOA in 1993 1994 1995**

**Originator of Electronic Darts**

## SUPPORT AND PROMOTION

- ✓ Seven trained league specialists available to operators for software setup, league management, promotion and tournament operation.
- ✓ Top Gun Challenge promotion that rewards players at the local level and advances to a $15,000 final.
- ✓ BullShooter Magazine
- ✓ Software Bulletin Board and
- ✓ Tech Tips Newsletter

## NEW GAMES AND AUTOMATIC HANDICAPPING

- ✓ Exciting new games --
- ✓ Wild Card Cricket --Cricket with a Surprise
- ✓ Bermuda Triangle --A Game You Can Get Lost In
- ✓ Automatic Handicapping gives "spot" darts during league mode.

Arachnid INC®

Arachnid, Inc. 6421 Material Ave., P.O. Box 2901, Rockford, IL 61132 800-435-8319 815-654-0212 Fax 815-654-0447 established pool leagues already know what's involved in the way of promotions. But the operator still has to convince the bar owner that dart leagues are worth the promotion it takes. It has everything to do with the bar owner and operator promoting darts.

The second aspect of successful dart leagues, as Ward explains, is administration. "The administration of dart leagues gets complicated. You have to collect score sheets and then process them to come up with reports for player rankings. The more sophisticated your leagues the more you need to offer things like handicapping. If you want to sustain your leagues, you can't have the same people winning all the time. Certainly some will get better the longer they play, but when you have teams that look at the schedule and groan that they are playing the team that always wins, you'll see disgruntled players and you don't want that."

Ward continued, "When you get into handicapping, you need a lot of data. That's when the administration gets tricky. With the Galaxy system we have provided the tool for which you can do it. But even that has created more obstacles. There are some operators who are not into computers, and some of the principals and bigger operators have bigger fish to fry.

"We have tried to remove those obstacles in a variety of ways. We have developed a program to train people within an organization or recruit people (especially dart players) who would want this kind of job. We'll offer them to an operator to do the job of running leagues as a regular job. The operator does not have to hire someone on his own and be responsible for the training–we do it for him. In Cleveland the largest four operators formed a consortium. They hired one league coordinator and he runs the leagues for all four. They have an added benefit–interaction of the bars.

## BullShooter Dart Association

While the training program has reaped reward for many operators, Arachnid still felt it simply wasn't

## Frequently asked questions about the BullShooter Dart Association

**1. How much does it cost and what do I get for my money?**
The cost is $300 per year. This is what you get: a BullShooter kit ($150 value); BullShooter magazine subscriptions—50 copies ($150 value); Top Gun kit ($50 value; National Player Rankings; and the use of a special 800 number for league questions.

**2. I want Arachnid to run my leagues. What do I need to do? Are there any additional costs?**
First you must have *Galaxy* dart games with modems so league stats can be collected. There is an extra charge of $80 per team.

**3. Must Arachnid be in charge of my dart league for me to be a member?**
No. Arachnid offers the running of operators' leagues only if they do no want to run their own leagues.

**4. If Arachnid runs my leagues am I required to do anything?**
The operator must send out and collect the league sign-up sheets, hold the team captains meeting, collect the league dues, set up the league banquet (if required), and collect any location sponsorship fees. The operator is also responsible for game maintenance.

**5. If Arachnid runs my league, what does the BDA do?**
The BDA will provide the league's play schedules, collect league stats, send player and team reports to the following: operator, locations, and team captains as required. It also helps with the league's financial reports.

**6. Why should I have the BDA run my leagues?**
Every good league has someone who is interested in darts in charge. For an operator just starting dart leagues, it cuts the costs involved in getting started. After the cost of the machines, you must weigh the cost of an additional employee vs. the cost of joining the BDA. Or you might be tired of the hassles involved in running the leagues and just want to let someone else take over.

**7. How long before I see my league reports?**
In most cases the results for the previous night's play will be faxed or mailed the next day. For example, leagues played on Monday night will have the results faxed or mailed on Tuesday.

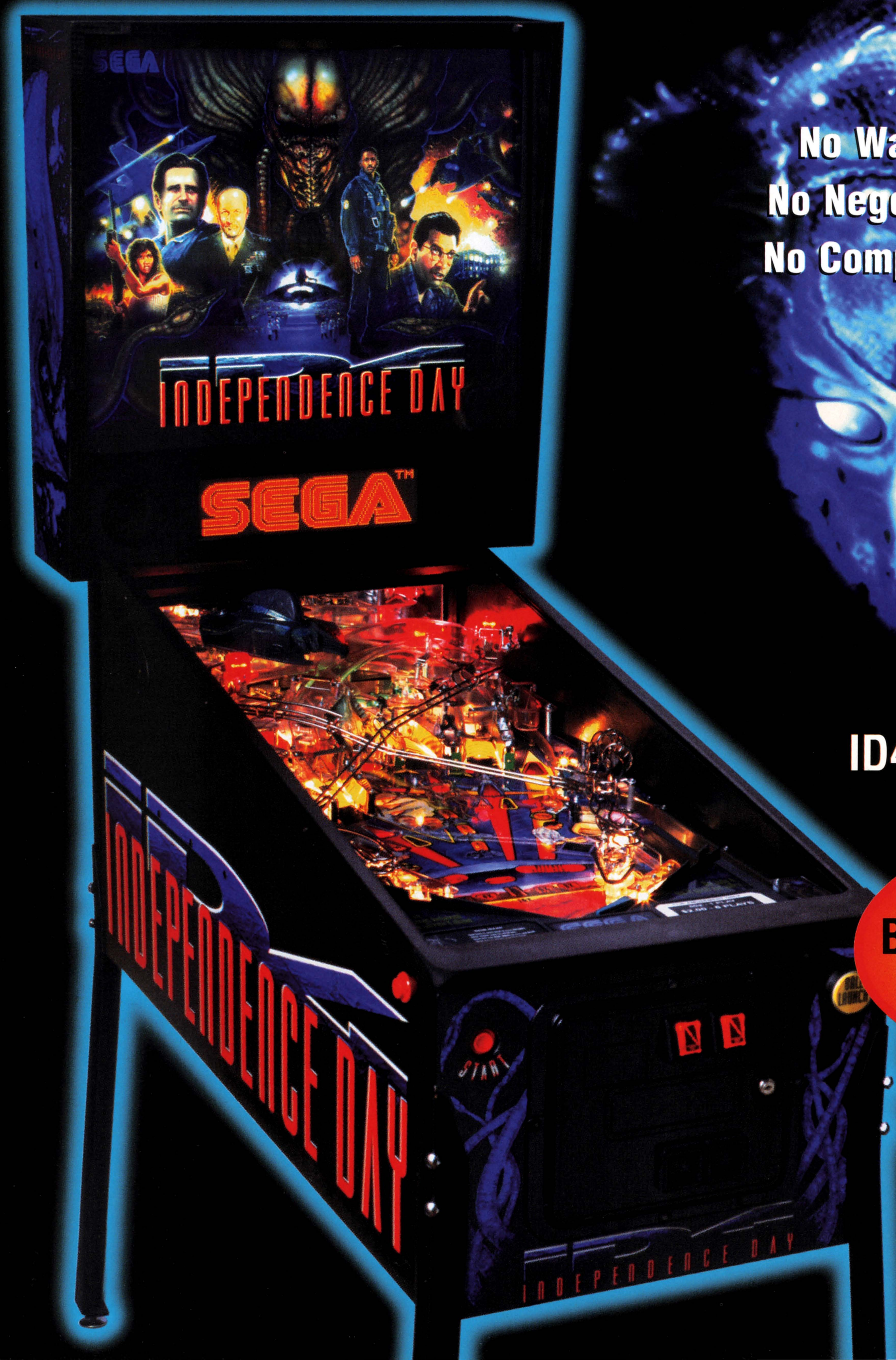
**8. If I start out having Arachnid run my leagues, can I take them back and run them myself in the future?**
Yes. This is an optional service.

**9. Do I need the BDA to run my league when I only want my players involved in the National Player Rankings?**
No. As a member of the BDA your players can be involved in the National Player Rankings.

**10. How many players are involved in the National Player Rankings?**
Just over 15,000 players.

# INDEPENDENCE DAY

No Warning!
No Negotiation!
No Competition!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START
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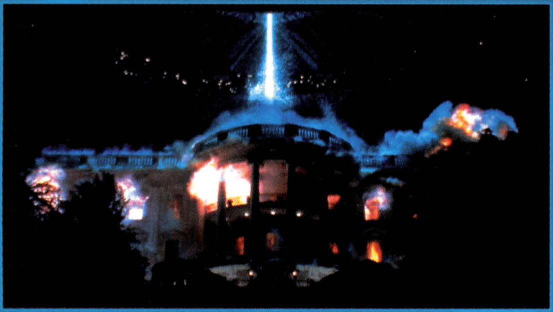
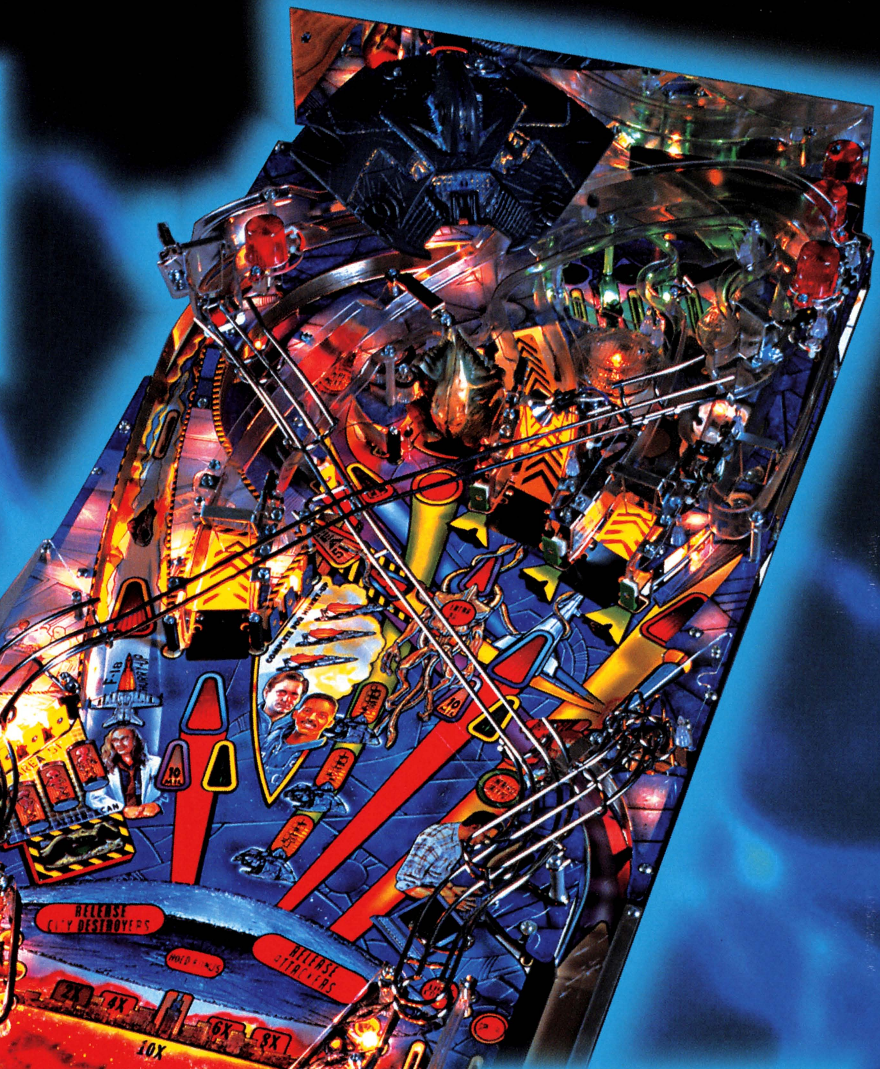
**Based on the movie event of the year! A pinball invasion is about to occur.**

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Shoot the alien head for multiball action!

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Melrose Park, IL
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Fax: 708-345-7718

enough. There were still operators who felt that dart leagues weren't for them. So Arachnid added something more: the BullShooter Dart Association. It answers the need for running great leagues but taking on many of the responsibilities that operators did not want to take on. In fact, with this program operators won't have to hire new people to run their leagues; Arachnid does it for them.

Ward said, "Although the operator still has to work with his customers—the locations—on promotions and signing up teams, after that we take over. We actually set up the league on our computer in Rockford. We have two services: 1) we'll collect all of the data out of the machines on league night, process it, do all the reports, and have the results in the mail or faxed within 24 hours.

He continued, "We also offer a phone contact for league disputes. If someone in, say, Spokane, Wash., needs a ruling during league play, instead of involving the operator he can call our toll-free number and our Dave Schultz will make the ruling. The advantage is, as some operators have told us, when they get involved in disputes they are the bad guy to someone. This way they are always the good guy.

Another important aspect of this program is that we don't seek control of the league. We just want to do the administration duties, leaving control of the league in the operator's hands. We charge for the service and that's how we cover the costs, but we don't collect players money or sponsors fees. The operator stays in control of his leagues while we do the unpleasant tasks he might not want to do."

The BullShooter Dart Association was formed last September and ran this past season as a test with specific operators. As Ward explained, Arachnid wanted to work out all the bugs before offering it to everyone. It worked out extremely well and now Arachnid is ready to offer it nationwide.

"We didn't want to get into it and run into problems we couldn't handle. Fortunately, we didn't have many problems and those we found were easily corrected.

"We are now sending flyers and all of our promoters in the field are using it as a tool. We are offering it as a way to remove obstacles from doing darts. Realistically you have expectations, and ours is to get to a point where we can break even on our expenses. The bigger you get the more people you need, so it's an ongoing thing. We have no objective in numbers. Our objective is to expand the dart league concept.

"While darts are big right now, we always want to see new people. We look at statistics all the time. We feel there is a 40 percent penetration of operators running dart leagues. If you look at AMOA's statistics that they have published in ads, you would think they have 55 percent of their street operators doing leagues. That only represents 1,000 out of the total number in the United States."

The BullShooter Dart Association will eventually put together an advisory board of operators so they'll have a forum to express opinions. However, right now Dave Schultz is the man.

Summing up this new association: it is strictly for the administration duties of running leagues. Any operator can take advantage of it. It doesn't have any bearing on the BullShooter tournament. No one HAS to join to be included in the national tournament. "Our whole thrust is to provide a service, not to get any control of their leagues. It's an opportunity for them to get some tasks done at a reasonable cost and get them done well."

For more information on the BullShooter Dart Association, contact Arachnid, P.O. Box 2901, Rockford, IL 61132; (815)654-0212 or fax (815)654-0447. ▲

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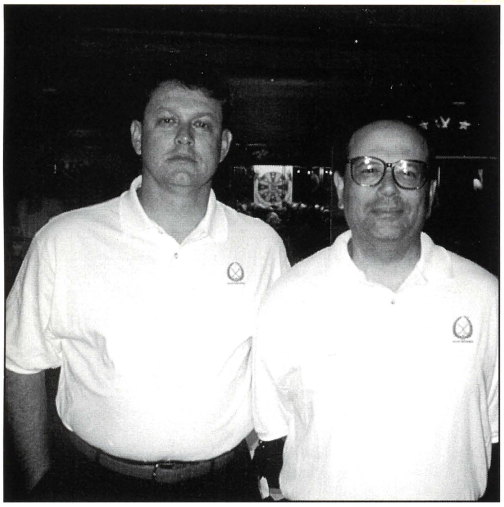
# Smart Industries holds SUMMER SUMMIT in Charlotte



**Top: Master of ceremonies Pete Walton (r) visits with Jim Frye of State Sales and Service. Middle: Smart sellers Marty Shelton (l) and Marc Fellman. Bottom: Jeff Smart explains the company's new line of *Clean Sweep* cranes.**

Sunny Charlotte, N.C., was the setting for the very first Summer Summit held by novelty game and crane manufacturer Smart Industries of Des Moines, Iowa. The three-day event saw Smart distributors travel from as far away as Mexico City and Canada.

"We felt Smart has grown to the point where we were ready to take a weekend and have some fun and tell everybody how we appreciate them," said Smart's Pete Walton, adding that as the motor capital of the world Charlotte was the appropriate place to unveil the company's new *Pit Stop* crane.

On the lighter side, distributors who came to the meeting were treated to two rounds of golf, a banquet dinner and barbecue grill, and a historic tour of Charlotte for non-golfers.

Distributors in attendance included: Scott Lippman of Atlas; Gary Gouse and Charles Caplan of Birmingham; Enzo Celani and Jim Murray of Brady in Miami; Jon Brady, Jon W. Brady, Chris Brady, and Blair Norris of Brady in North Carolina; Jack McKinney and Laura Peterson of Brady in Orlando; David Cottrell of Brady in Tennessee; Brad Weiss of Canadian Amusement; Emilio Porte Sr. and Emilio Porte Jr. of Diversiones Monterrey; Dennis Tessimer of First Choice Coin; Robert Vittitoe of Gekay Sales; Billy Weiss of Greater Southern; and Arthur Gage of H.A. Franz.

Also there were Carlos Lopez of James Industries; Linda Winstead of Lieberman Music; Jerry Stroud of Master Sales; Bruce Sarkisian of Mondial Intl.; Mike Publicover of Mondial in Norwood; Matt Tarantelli of Mondial in New York; Terry Moss of Moss Distributing; Charles Galante of Music-Vend; Bob Donnelly of New England Coin; Jonathan Kleiman of Pioneer Sales; Bob Haim of R.H. Belam; David Hesketh of Shaffer Distributing in Cleveland; Scott Shaffer of Shaffer Distributing in Columbus; Michael Gatens of Southgate; Jim Frye of State Sales; Dave Patterson of Sunbelt, Chuck Ban Bebber of Warehouse of Games; and Mike Goudi of Firestone Financial.

Winners at the Summer Shoot-Out golf tournament were: 1st—Arthur Gage, Scott Lippman, David Norris, and Charles Caplan; 2nd—Bob Haim, Dave Hesketh, Charlie Galante, and Mike Goudi; 2nd—Scott Shaffer, Chris Brady, Ray Meister, and Ingrid Adlum.

Individual awards went to Emilio Porte (longest drive); Mike Publicover (straightest drive); Matt Tarrantelli (longest putt); and Arthur Gage and Bob Donnelly (closest to the pin). Both golf events were organized by "industry golf pro" Steve Walton.

## Getting down to business

In addition to the social activities, the Friday afternoon business meeting gave attendees a chance to better examine some of the company's new products, including the *Pit Stop* crane and the *Hollywood Photo Booth*, and reevaluate stalwarts like the *Clean Sweep* crane line and the *Smart Ticket Center*.

Walton, who chaired the meeting, also announced that the company will be holding sales seminars across the country, possibly in conjunction with another manufacturer, to help distributors become "better Smart Sellers." Further details were to be released within 30 days.

As part of his sales pitch for both older and newer products, Walton stressed to distributors the need to explain the long-term investment potential of what company founder Gordon Smart likes to call "evergreen" equipment, machines such as cranes that will continue to earn money over five- and 10-year spans. Beyond education, dis-

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25
1
5
25

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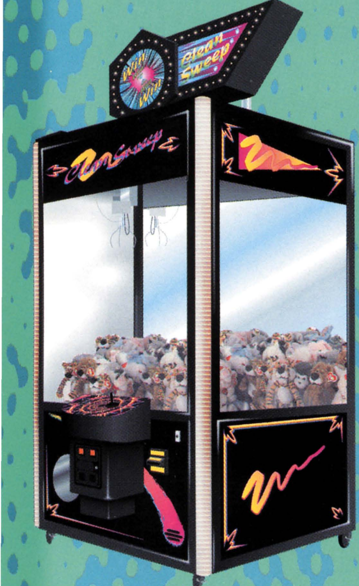
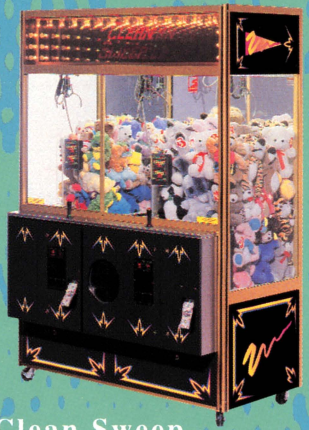

Win Win
Clean Sweep

Clean Sweep
Win Win
Clean Sweep
Clean Sweep



**New 1996 Models**

**Versions:**
CS 42", CS 34", CS 26"

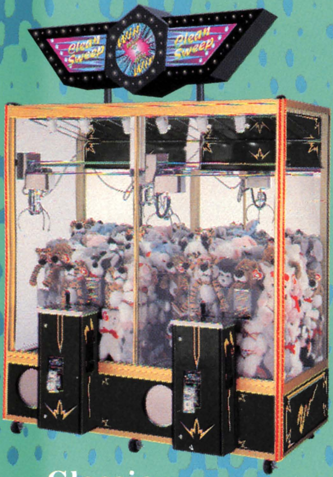
**New 1996 Models**

**Versions:**
CS 60" Jumbo Single
CS 60" Jumbo Double
CS 60" Jumbo Twin Price

**Clean Sweep**

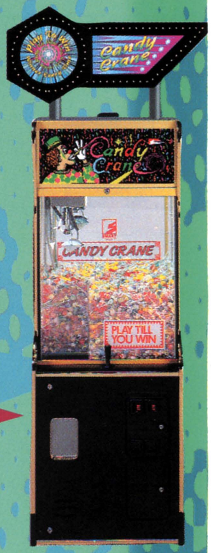
**Versions:**
Single, Super Single, Double, Triple, Double 1/2 & 1/2, 34" Jumbo Jr. & 42" Jumbo

## PIT STOP
## CS 42
*Patent pending*


Clean Sweep
Win Win
Clean Sweep

Win Win
Clean Sweep

Hollywood
$1.00
Printing in Progress


Candy Crane
Candy Crane
CANDY CRANE
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Candy Crane

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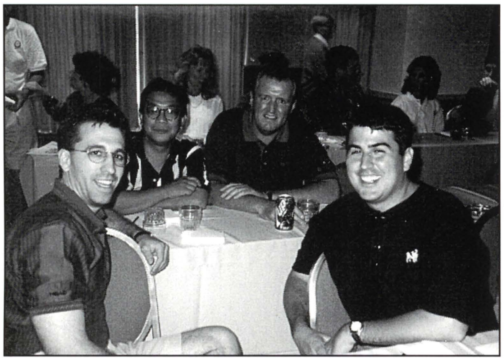
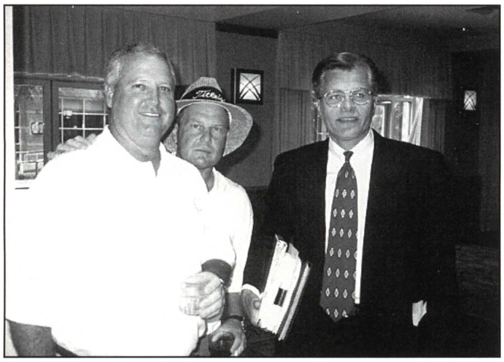
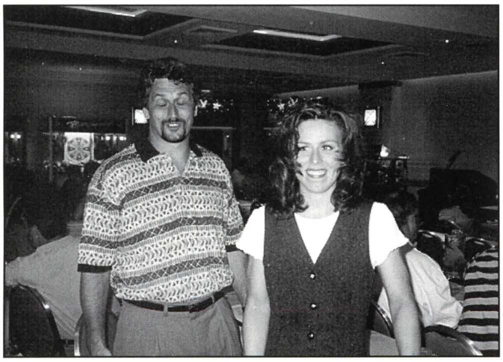


The Mondial crew, (l-r): Matt Tarantelli, Joe Bakuiran, Mike Publicover, and Bruce Sarkisian.



From left: Arthur Gage of H.A. Franz, Steve Walton, and Ray Meister, Smart's new chief financial officer.



Bill Weiss of Greater Southern and Jenny Carter of Smart are all smiles for the camera.

Talking cranes, (l-r): Bob Haim of R.H. Belam and Enzo Celani, Jack McKinney, and Jim Murray, all of Brady Distributing.

Company founder Gordon Smart (r) visits with Scott Lippman of Atlas Distributing.

tributors also need to make sure they have a floor model of these pieces of equipment available, he added.

Having been on the market for three years, Walton said the company's *Clean Sweep* crane line is a primary example of this philosophy. Over a five-year period, the crane costs only $8.89 a week to operate and can make as much as $80 in that same period of time with items averaging three cents apiece.

"I think there are 500,000 potential locations out there and maybe 12,000 to 15,000 cranes have been sold by all the companies making them," he noted. "Bubble gum machines are everywhere but not cranes. Everybody ought to be looking at cranes to expand their sales."

Complementing this factor are a number of improvements that have been made to the *Clean Sweep* line this year, according to the company's Jeff Smart. They include a full front door, triple locking system, new coil system, new claws, new audio and programming features, a standard dollar bill acceptor, standard rope lighting, more colorful artwork, and a prize counter for jewelry or plush. A bonus wheel that only works on paid credits and offers opportunities for additional credits has also been added.

In terms of longevity and value, much the same can be said about the *Smart Ticket Center*, according to Walton, who put the operating costs at $20 a week over 60 months and estimated that 95 percent of the market is untapped.

"It's a product that has no competition," he said. "It doesn't call in sick like an employee might and Smart Industries trains this thing. The *Ticket Center* thinks it has a career job."

## New ventures

One of the summit's biggest revelations was the news that Smart has embarked on a relationship with Taco Bell franchisees across the country to have its operators install specially themed cranes into the restaurant locations.

Smart's Marty Shelton said this new development grew out of a recent meeting of franchisees in which Smart participated. Currently 23 Taco Bells have themed Taco Bell candy cranes and themed *Pit Stop* cranes. "The excitement at that meeting was like I've never seen before," Shelton recalled. "We are not affiliated with the Taco Bell corporate people yet. They are going to be looking at the franchises closely."

This move comes at a time when Taco Bell is also looking to open South of the Border arcades in its fast food chains to compete with other restaurant entertainment venues such as the play areas at McDonald's locations. Smart is set to be a manufacturer of choice for the arcades, eight of which are scheduled to open in October. The company has also made a number of *Clean Sweep* custom wood models for the Applebees chain.

The other big focus of attention for distributors was the company's newest product, the *Pit Stop* crane, which was developed after last spring's ACME show in Orlando. Walton said the idea came from seeing a plethora of racing-themed plush items. The crane features a steering wheel and gas pedal, and there are a number of auto-themed plush packages available from both Nancy Sales and Bonita Marie.

"There's a lot of NASCAR and Indy merchandise available and these are not going away next year," Walton commented. "There's a potential to go to dollar play."

According to Smart, the *Pit Stop* is ideal for a wide range of locations including arcades, FECs, truck stops, go-karts, and businesses that sponsor race cars. Estimates over a five-year period, put operation costs at an average of $21.52 per week.

Also on display was the company's much-discussed *Hollywood Photo Booth,* which produces laser print photos for

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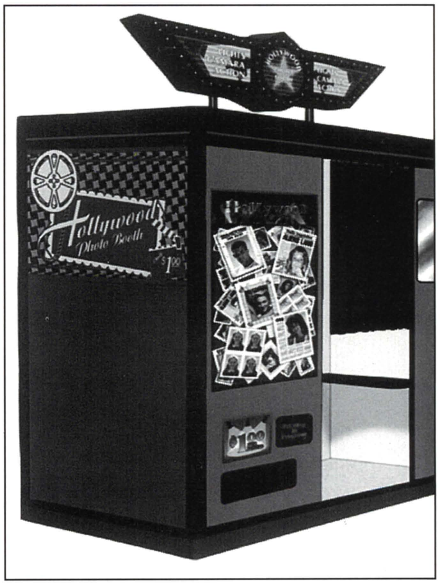
an operators cost of 10 cents each. They are vended for $1 each.

"It's not something we usually get excited about in coin-op manufacturing and distribution," Walton said. "But operators still make money with those old *Auto Photo* booths. The whole key to the photo booth is the $1 play factor."

Smart also offers a wide range of standard backgrounds, including ones specially themed for holidays, as well as custom designed backgrounds. Customers can choose six backgrounds and then ultimately three photos for each sale.

The company offers an optional marquee and a three-year warranty on all hardware for the photo booth, which is aimed at capturing the 12- to 14-year-old female market that does not usually play the standard kick-punch videos. The only item that must be replaced on a regular basis is the toner cartridge; each one can handle 1,500 to 2,000 laser printer sheets.

**The *Pit Stop* crane**


**The *Hollywood Photo Booth***

Said Smart's Marc Fellman: "The photo booth opens up a zillion locations in an industry that's moving slow. This can keep a lot of operators healthy in the interim."

For more information on the company's products, contact Smart Industries 1626 Delaware Ave., Des Moines, IA 50317; (515)265-9900; fax (515)265-3148. ▲

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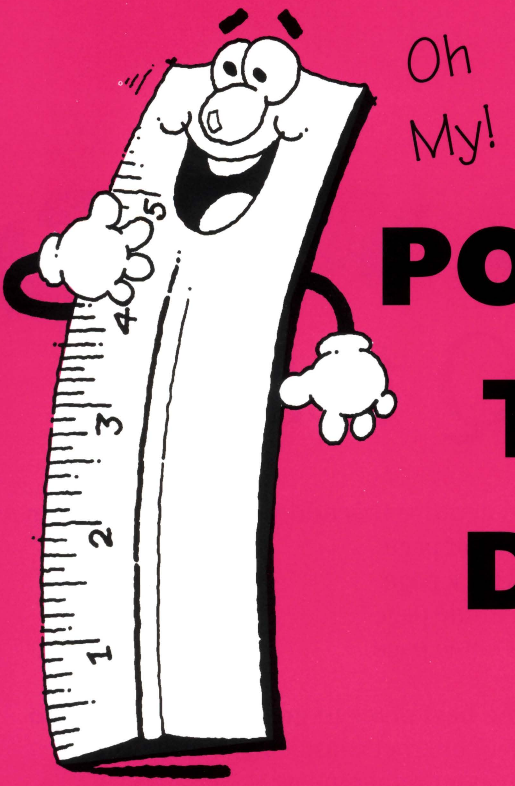

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Take this simple test to see how well you are prepared to join the millions of 'Net users around the globe.

**1. Now that you are an official Web browser you are part of the**

a) Stone Age
b) Industrial Age
c) Information Age
d) Age of Innocence

**2. Accessing information on the Internet is called**

a) Surf and turf
b) Surf City
c) Surfing the 'Net
d) Surfin' USA

**3. Keyboard commands are kept to a minimum. To get where you want to go on the Internet requires**

a) clicking your heels and going back to Kansas
b) clicking the lights on in your office
c) clicking two sticks together to start a campfire
d) clicking the mouse

**4. Your personal address on the Internet is called a**

a) Spider web
b) Web site
c) Web worm
d) Webbed foot

**5. To acquire this address you must design a**

a) front page
b) back page
c) inside page
d) home page

**6. The best place to go for this design is to**

a) an Internet consultant
b) your brother-in-law
c) the nearest computer store
d) a teenage computer nerd who will do a good job for a few pizzas

**7. The Internet allows you to bypass normal modes of communication (regular mail known as snail mail, telephone calls, telegrams, faxes) in favor of the faster**

a) express mail
b) air mail
c) e-mail
d) hand-delivered mail

**8. The maximum storage capacity of the new generation computers is measured in**

a) bagel bites
b) gigabytes
c) megabytes
d) lotta bites

**9. As with all new technology there is a learning curve, so be patient. Businesses all around you are experiencing the same**

a) techno shock
b) reluctance
c) intimidation
d) all of the above

**Answers: 1-c, 2-c, 3-d, 4-b, 5-d, 6-a, 7-c, 8-b, 9-d.**

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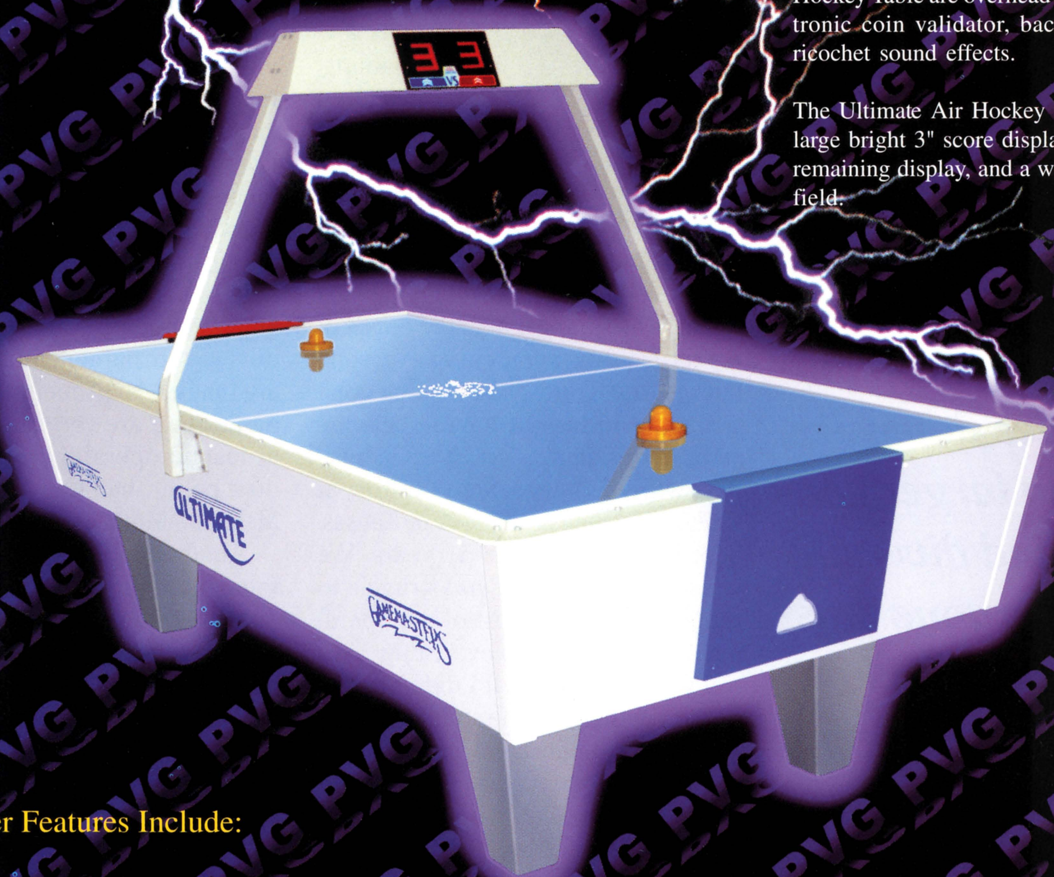

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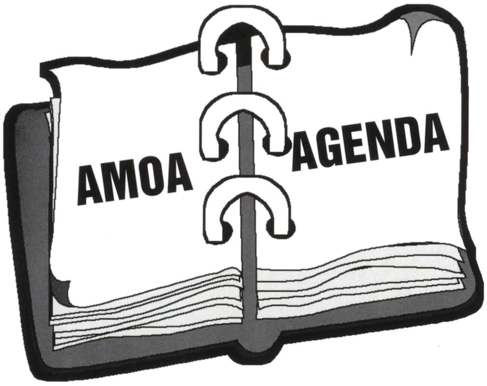
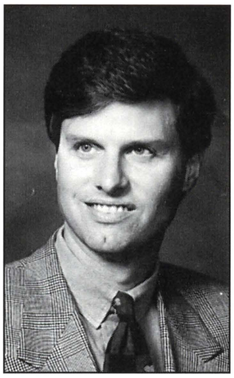


# A look back and a fond farewell

**RANDY CHILTON**

***Randy looks back at his year as AMOA President and tells us that the industry is experiencing an evolution as companies downsize, sell to larger concerns, and diversify. Everyone must recognize what's happening and plan accordingly for the future, a future that Randy puts into perspective by saying that people like to play games and always will.***



By the time you read this my one-year term as AMOA President will have but a few days remaining. The question I chose to address in this article is the one asked by almost everyone I meet: "How's business in other parts of the U.S.?" I will preface my remarks by stating that at the outset of my term, it was apparent to everyone but me that I must possess some great wisdom and insight having become AMOA President. I don't. I am in business with my father, Stan Chilton, at Chilton Vending & Billiards in Kansas. Stan has operated for 51 years. We are slightly profitable and struggle to remain so, just as most of the operators in the country do every day.

I would be remiss if I didn't recognize my father and the staff at Chilton Vending & Billiards for covering for me in my frequent absences throughout this year. There has been real growth in many employees at Chilton Vending & Billiards this year because they took on additional responsibilities. My father also spent time getting re-involved in various areas of our operation. It had the positive result of making us revisit some of the fundamentals that Stan built our business on that we as "sons and daughters of the founder" have a tendency to overlook during the rapid growth periods of our business. Our customers were very supportive of me as well, knowing that industry knowledge and industry contacts lead to better service and higher amusement revenues for their businesses.

If I could change my account mix at Chilton Vending & Billiards overnight it would consist of bars and taverns, with as many pool tables, dart games, and jukeboxes as I could fit in. I would devote 95 percent of my time to learning everything I could about every kind of league ever tried or thought of. I would be at the forefront of technology working with progressive companies linking up dart games, pool tables, foosballs balls, video games, and any other game you could conduct a tournament on. There are many AMOA member companies that are very successful at league operation. Very few do it better than C & N Sales in Mankato, Minn., however.

Another apparently lucrative segment of the industry is the one no one talks about. Believe me, like it or not, it's there. If you meet a guy who drives a pick up, operates out of his house, and is packing a couple of *Cherry Masters* in the back of the truck, he is doing just fine. Personally I wouldn't touch this segment for a couple of reasons. In Kansas it is blatantly illegal. Even this segment is having its troubles with the competition from expanded gambling, and a renewed interest from law enforcement officials. This guy identifies himself quickly in a crowd. He always picks up the dinner check, and usually does it by waving a roll of hundreds in the process.

The segment I am most impressed with are the very large operators, who combine their amusement vending companies with food vending services. I'm talking about the routes with 5,000 pieces and up. I know this is a very small club, but it is impres-

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*FEED YOUR CRANE MACHINE REGULARLY WITH PLUSH AND PRIZES FROM A.L.D. SERVICES, INC.*

sive nonetheless. This company will typically be extremely well managed. Two that I have been exposed to are Stansfield Vending (Lacrosse, Wisconsin) and A & H Entertainers (Rolling Meadows, Illinois). The floors are clean; everyone appears to have a very well defined job description; and the employees and managers perform their tasks with great pride. I haven't figured out the economies yet, but the larger companies in general are more successful in running highly efficient organizations. This is probably how these companies are able to become large, by being highly organized and sophisticated. Otherwise, they would drown.

Many companies have expanded into other complementary businesses. That is, they somehow tie into their existing amusement companies. This ranges from background music to home recreation retail sales. Diversifying makes a lot of sense. It gives you additional baskets in which to carry all of your eggs.

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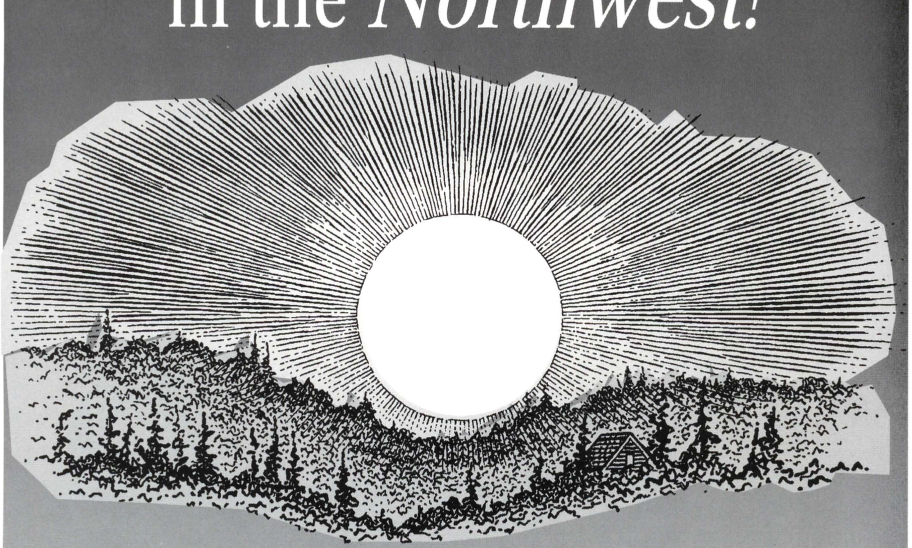

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> ***"The segment I am most impressed with are the very large operators, who combine their amusement vending companies with food vending services."***

The true amusement business is where most of the hurt is today. The medium sized video and pinball machine operator who is in the medium volume accounts, especially convenience stores, is having a difficult time getting a decent return on his investment. In many cases these are national accounts who have either removed amusement games from their stores, or are considering removing the equipment, or in an attempt to increase their declining incomes, have negotiated the vendors to the point where no one has the opportunity to make a profit. This is difficult because this is the same account list that was the most lucrative in the industry just 10 to 15 years ago. However, it isn't that lucrative today. The explanation is simple. The amusement industry has rapidly shifted from a "destination point" purchase (it doesn't matter where the games are, the customers will find them) to an impulse purchase (the customers only play the games if they are exposed to them visually, the "National Enquirer" syndrome). I spent some time with an industry visionary recently, Pete Casas from California, and he takes it a step further stating that it is important that we regain that "destination point" status, and he had some interesting promotional ideas on how we could accomplish that.

There is, however, a pocket of real opportunity in the amusement vending industry today. Recognizing that you need to set the games where the people already are, once you're in those locations, there is some very high earning equipment available today. The cost of the equipment is very high, and only in the highest earning locations do they make sense. The manufacturers have a similar frustration. They are making these good pieces, but they are not selling the quantity necessary for them to make a good return on investment. In the right locations, where the people already are whether you're there or not, there is real opportunity. These locations are somewhat limited. They range from FECs to amusement parks to Wal-Marts (games and cranes earn well in Wal-Marts, but when was the last time someone went to Wal-Mart just to play a game?) to other locations where your games are exposed to a large number of potential customers. Remember, people still like to play games, and always will.

The industry is consolidating. Operators are buying each other out at a very fast pace. This trend is continuing and is important to the evolution of the industry. Manufacturers and distributors are becoming very aggressive in operating. To be competitive, the traditional street operator must be prepared to compete with all levels in the industry, not just traditional street operators. I don't say this in a negative way. Consolidation has and is occurring in all other industries, and the amusement industry is not immune to this evolution. It is important to recognize what is occurring, and plan accordingly. ▲

ARE YOU LEAVING MONEY ON THE TABLE?

We know there are a lot of smart operators out there with MEGATOUCH II's and III's on their route. We see it on the monthly charts for top countertop earnings. We're not surprised. Operators voted both these games back-to-back AMOA awards for MOST PLAYED INNOVATIVE NEW TECHNOLOGY. Great, stable earnings. Outstanding R.O.I.

But when you buy MEGATOUCH, you're not just buying a great game for today. In a way, you're insuring your future success. Because MERIT continually produces affordable updates with powerful new games, along with brand new Trivia and Phraze Craze™, combined in a menu chock full of proven favorites. And there's more in the pipeline.

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Now is the time. A big payback awaits you with the simple installation of a MEGATOUCH IV kit. Hot games like TriTowers™, 11UP™, Conquest™ and the new quiz stuff. Even the new Tournament Edition. Don't wait. It's money in your pocket. Not on the table.

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# Pictures from the past

Ohio Music and Amusement Association
Ohio Music and Amusement Association

Who is this *baby*? Let's see the Ohio Music and Amusement Association on the podium is a clue. Yes, it's Jim Hayes of Gem Music. Jim today serves as the chairman of AMOA's jukebox promotion committee. See a comment from him on digitally downloaded music elsewhere in this issue.

Dick Simon of Imagination Leisure showing his *React* machine at an early '80s AMOA show. Dick is still doing a booming business with Imagination and will no doubt be exhibiting his latest products at AMOA '96 in Dallas.

WULFF-Automaten
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Smalianwinkel 1-7

Now here's a face we know and love! It's Frank Happ (r) at the IMA show in 1980 with Steve Parks when they were both with Wico. The woman with them is an interpreter. Frank now has his own company, Happ Controls in the Chicago area, doing a brisk business since the demise of Wico.

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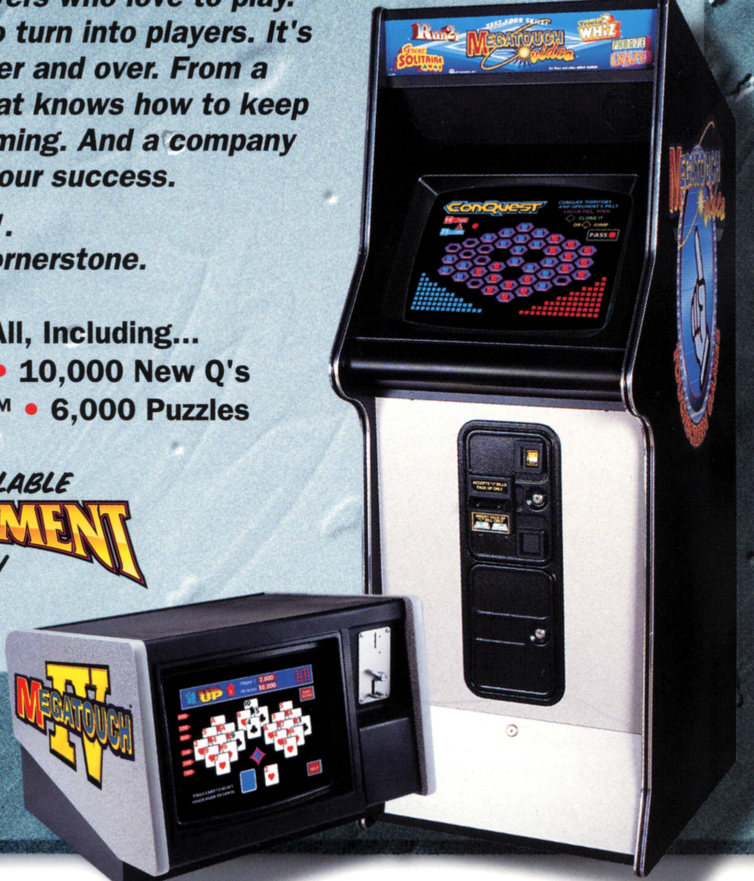
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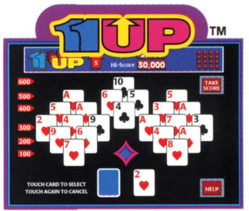
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500
400
300
200
100
TOUCH CARD TO SELECT
TOUCH AGAIN TO CANCEL
HELP

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CONQUER TERRITORY AND OPPONENT'S PILLS
CLONE IT
JUMP
PASS

***NEW!***

Run21™
PLAY CARD
PASS
ROUND 2
PLAYER 1
84,000
HI-SCORE
495000
TOTAL WIN
HAND 1
HAND 2
HAND 3
HAND 4
HAND 5
COLLECT WIN
17
21
21
19
21
99
TOTAL

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HI-SCORE 42500
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Great Solitaire

***CLASSIC***

Royal Flash™
PLAYER 1 25450
HI-SCORE 54610
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ROYAL FLUSH
STRAIGHT
4 OF A KIND
FULL HOUSE
FLUSH
STRAIGHT
3 OF A KIND
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Next Card
Royal Flash
PLACE CARDS TO FORM WINNING HANDS

***CLASSIC***

# "BIG D" comes a courtin' coin-op

*Only in Texas could a remote prairie be transformed into a major transportation hub with the nation's third largest concentration of corporate headquarters. Dallas, our eighth largest city and second most popular convention site, is the product of big thinking and shrewd planning.*

BONNIE THEARD

Ten gallon hats. America's football team. Southfork Ranch. Six Flags Over Texas. Rodeos and barbecue. Opera and the symphony. You can find it all in Dallas and the surrounding area, plus a lot more.

City history dates back to 1841 but Dallas as we know it took shape after the east-Texas oil strike of 1930. Industrial manufacturing flourished during World War II and paved the way for a solid peacetime economy. As recorded in the Official Visitor's Guide: "One of the most prominent postwar businesses, Texas Instruments, changed the world with the invention of the integrated circuit in the 1950s and the silicon chip in the early 1960s." Then in 1973 the opening of the Dallas/Ft. Worth International Airport became the catalyst for further development.

The city is young and vibrant, with a downhome charm that can be experienced Sept. 26-28 when the AMOA Expo '96 comes to town.

Dallas is easy to reach, affords over 40,000 hotel rooms, and has more restaurants per person than New York City. While it is impossible to list every notable aspect of this cultural center of the Southwest, the following guide will cover the highlights.

*All photos used in this article are courtesy of the Dallas Convention and Visitors Bureau.*

## ATTRACTIONS

❖ **Dallas Arboretum and Botanical Gardens** (8525 Garland Road): Sixty acres of gardens by White Rock Lake. Take a self-guiding tour on an 11-mile trail around the lake.

❖ **Dallas Zoo** (621 E. Clarendon Drive): Look for 1,400 mammals, birds, reptiles, and amphibians. There are six habitats in the Wilds of Africa section (25 acres) that can be viewed by monorail.

❖ **McKinney Ave. Trolley:** Travel from downtown to the West End Historic District starting by the Dallas Museum of Art. Times: 10 a.m.-10 p.m. Sunday through Thursday; 10 a.m.-midnight Friday and Saturday. Fare: $1 per trip or $2 pass for unlimited use in one day.

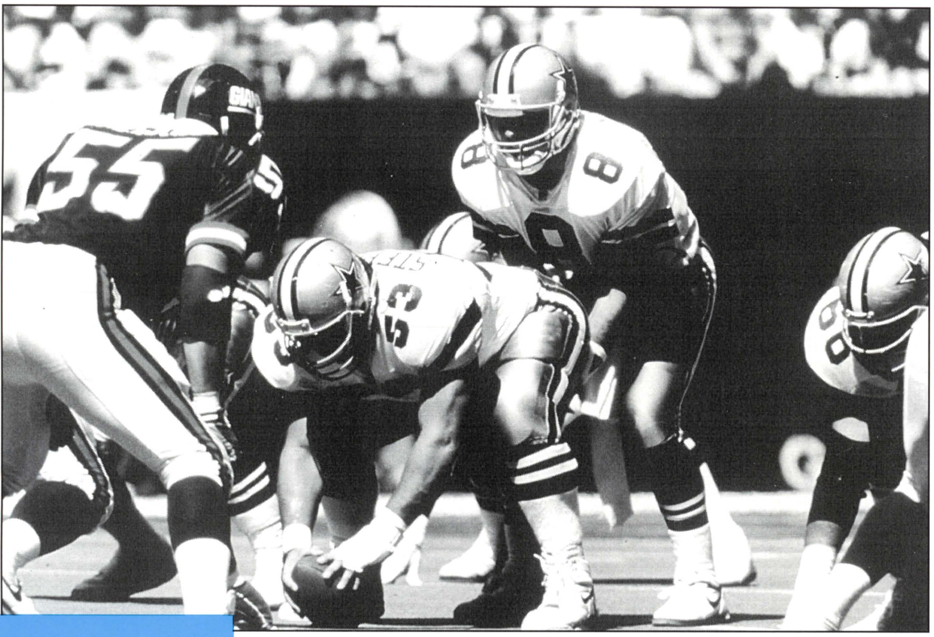
❖ **Old City Park** (1717 Gano St.): A village situated in downtown with over 30 restored buildings spanning 1840 to 1910. Guided tours are available.

❖ **Pioneer Plaza** (at Young and Griffin Streets): This downtown park on 4.2 acres by the Dallas Convention Center pays tribute to the city's early history. Of note are massive bronze sculptures of 50 longhorn steers and cowboys on horseback.

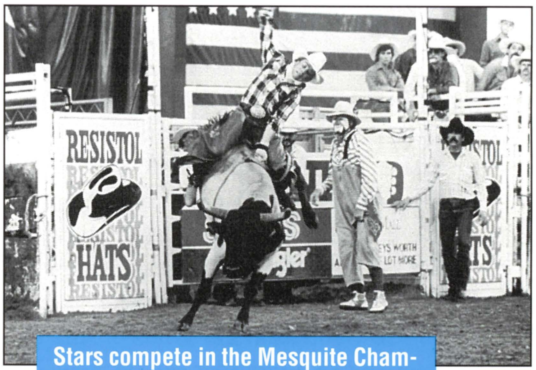
❖ **Reunion Tower** (300 Reunion Blvd.): A 50-story tower with observation deck and restaurant.

❖ **Six Flags Over Texas** (in nearby Arlington): Themed amusement park that covers 205 acres and features

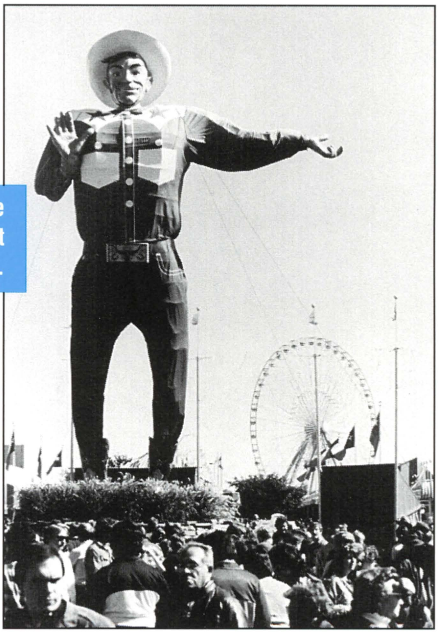
The downtown Dallas skyline taken from Trinity River Greenbelt Park.



Super Bowl winners, the Dallas Cowboys, recaptured their glory years with Troy Aikman as the field general.



Stars compete in the Mesquite Championship Rodeo Arena from April through September.



Big Tex welcomes visitors to the three-week Texas State Fair that runs Sept. 27-Oct. 20.

over 100 rides, attractions, and shows.

❖ **Southfork Ranch** (3700 Hogg Road in Parker): This is the ranch featured in the TV series "Dallas." It is open for tours and has theme gift shops with Western wear and collectibles.

❖ **Thanksgiving Square** (Pacific Ave. at Bryan and Ervey Streets): Serene downtown spot with waterfalls, bell tower, garden, and reflecting pools.

❖ **The Movie Studios at Las Colinas** (N. O'Connor at Royal Lane in close by Irving): See famous movie memorabilia, sound stages, and make-up tricks plus a museum of communications.

❖ **Union Station** (400 S. Houston St.): Restored railway station circa 1916 that still serves rail travelers and includes offices and restaurants. This is the location of the AMOA Member Welcome Reception Sept. 26.

❖ **Wet N' Wild** (1800 E. Lamar in Arlington across from Six Flags Over Texas): Family water park open weekends until Sept. 30.

❖ **Wineries** include Delaney Vineyards and La Buena Vida Vineyards, both in nearby Grapevine, Texas (no pun intended). Tasting and tours are available. There are 13 wineries in Texas.

## FOOD AND ENTERTAINMENT

❖ **Dave & Busters** (10727 Composite Dr.): Ride in a minitram from the parking lot to the front door. Feast on good food and enjoy games galore. At the redemption counter you can turn in your tickets for D & B items and other prizes. Show attendees can visit D & B on AMOA's FEC tour Sept. 26 if they sign up in advance.

❖ **Deep Ellum** (3500 block of Elm): Old industrial area now occupied by night clubs, galleries, theaters, and restaurants.

❖ **Dick's Last Resort** (Ross at Record Streets.): Remember this place from San Antonio? Share buckets of catfish, crablegs, and chicken accompanied by 74 kinds of beer. Live music nightly.

❖ **Greenville Ave. Entertainment District** (LBJ Freeway to Ross Ave.): Clubs and restaurants in abundance guarantee a good time.

❖ **Hard Rock Cafe** (2601 McKinney Ave.): The granddaddy of themed eateries serving truck stop food in a rock-n-roll atmosphere.

❖ **Morton's of Chicago** (501 Elm St.): Fresh seafood and aged beef served in a comfortable atmosphere, just like the original.

❖ **Old San Francisco Steak House** (10965 Composite Dr.) Harken back to the Gay '90s complete with a girl on a red velvet swing. Enjoy prime rib, seafood, and beef.

# IAAPA 78th Annual Convention & Trade Show

## November 19-23, 1996

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New Orleans, Louisiana USA

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❖ **Planet Hollywood** (603 Munger Ave. in West End Marketplace): The glamour and excitement of the film capital plus a menu of California cuisine.

❖ **Trail Dust Steak House** (10841 Composite Dr.): The name tells the story. Look for a menu of grilled steaks, also ribs and chicken. Nightly live country music and dancing complete the evening.

❖ **Zuma Grill** (2701 Stemmons Freeway): Ready for Mexican food? Try traditional dishes, seafood chimichangas, or the Sangria Sunday Brunch.

**Also available:** Indian, French, German, Italian, Japanese, Korean, and Mediterranean fare.

## MUSEUMS AND CULTURE

❖ **Biblical Arts Center** (7500 Park Lane): Religious art and artifacts from contemporary works to the Old Masters. A non-denominational museum.

❖ **Cavanaugh Flight Museum** (4572 Clair Chennault): Impressive exhibit of over 20 restored aircraft from the World War II era through the Vietnam era.

❖ **Conspiracy Museum** (110 S. Market St. opposite the JFK Memorial): Assassinations that left the country speechless—Lincoln, Garfield, McKinley, JFK, Martin Luther King, and RFK—are the subject of this unique facility.

❖ **Dallas Arts District:** Downtown, includes the Dallas Museum of Art, the Museum of the Americas, and the Meyerson Symphony Center (home to the Dallas Symphony Orchestra).

❖ **Dallas Firefighters Museum** (3801 Parry Ave.): Admission is free to this collection of firefighting equipment that includes a horsedrawn steam pumper.

❖ **Dollhouse Museum of the Southwest** (2208 Routh St.): Permanent and traveling collections can be found along with miniatures, dolls, and toys.

## 10
## little known "Big D" facts

1. Dallas/Ft. Worth International Airport is the second busiest in the world.
2. Downtown Dallas features a 20-block arts district.
3. The first Dallas structure was a one-room cabin built by John Neely Bryan (1841). It is reconstructed and on view in Historic Square.
4. Dallas has more shopping centers per capita than any city in the United States.
5. The second largest group of U.S. telecommunications companies call Dallas home.
6. Dallas has but one daily newspaper, the Dallas Morning News.
7. Fajitas and frozen Margaritas originated here.
8. Dallas is the third largest film production site in the country.
9. The city is home to five professional sports teams: baseball (Rangers), basketball (Mavericks), football (Cowboys), hockey (Stars), soccer (Sidekicks).
10. The fashionable suburb of Highland Park was designed by William D. Cook, who designed Beverly Hills, Calif.

❖ **Fair Park** (1300 Robert E. Cullum Blvd.): Complex near the Dallas Convention Center built on the site of the 1936 Texas Centennial Exhibition. It features the Age of Steam Railroad Museum, the Dallas Aquarium, the Science Place and Planetarium, the Dallas Museum of Natural History, the African-American Museum, the Cotton Bowl stadium, a new IMAX Theater, and the Hall of State.

❖ **JFK Memorial:** A 50-foot-square walled monument at Main, Elm, and Market Streets.

❖ **The Sixth Floor Museum** (411 Elm St.): Located on the sixth floor of the Texas School Book Depository in downtown Dallas, it features a history of the death and legacy of President John F. Kennedy. The area includes Dealey Plaza (now a National Historic Landmark) where JFK was assassinated Nov. 22, 1963.

## SHOPPING

❖ **Cavender's Boot City** (5539 LBJ Freeway near the Galleria): Billed as the store where "Texans get their boots," it specializes in hand-made Lucchese boots. You will also find hats, cowboy-cut jeans, and more.

❖ **Farmer's Market** (1010 S. Pearl St.): Open-air buildings afford shopping for fresh fruits, vegetables, and flowers.

❖ **Galleria** (LBJ Freeway and Dallas Parkway N.): Features exclusive stores such as Gucci, Marshall Field's, Nordstrom's, Tiffany & Co., and Saks Fifth Avenue.

❖ **Highland Park Village** (Preston Road at Mockingbird Lane): The oldest shopping center in North America, it features international shops and restaurants.

❖ **Inwood Village** (Inwood Road and Lovers Lane): Known as the Dallas "Miracle Mile" of European-style shopping, also home to the Inwood Theatre.

❖ **Lovers Lane Antique Market** (5001 W. Lovers Lane): Thirty shops with antiques, gifts, and collectibles.

❖ **Prestonwood Town Center** (5301 Beltline Road): Specialty shops as well as Lord & Taylor, Mervyn's, JC Penney, Dillard's, and Neiman-Marcus.

❖ **The Eagles Antiques** (2711 Fairmont): 18th and 19th century furnishings, sculptures, and decorative items in the historic Uptown Arts District close to the McKinney Ave. Trolley.

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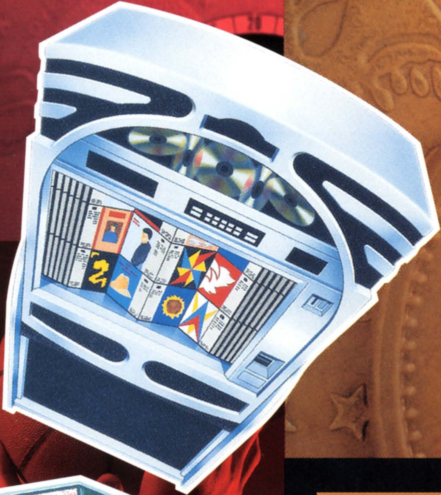
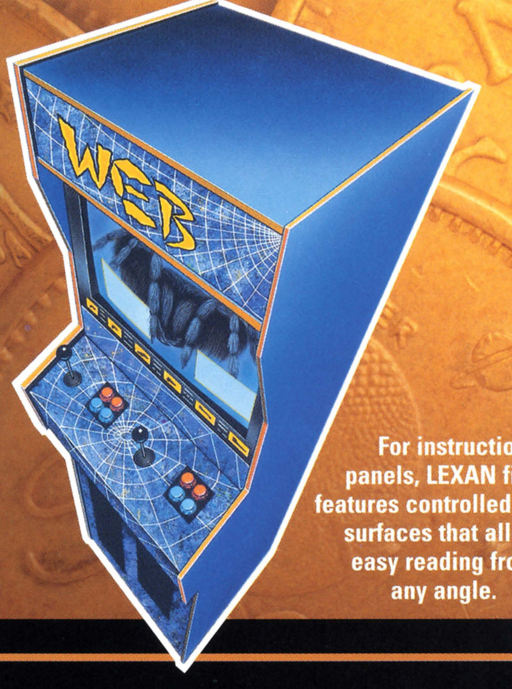
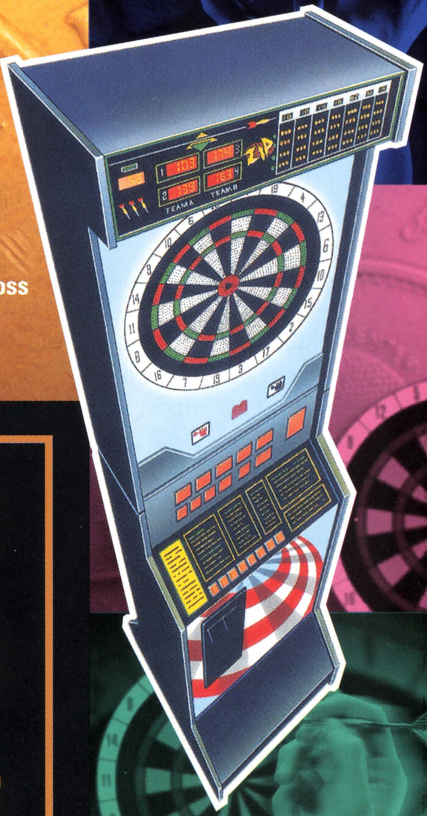




**LEXAN film for the dart board face prevents darts from damaging electronic scoring sensors.**



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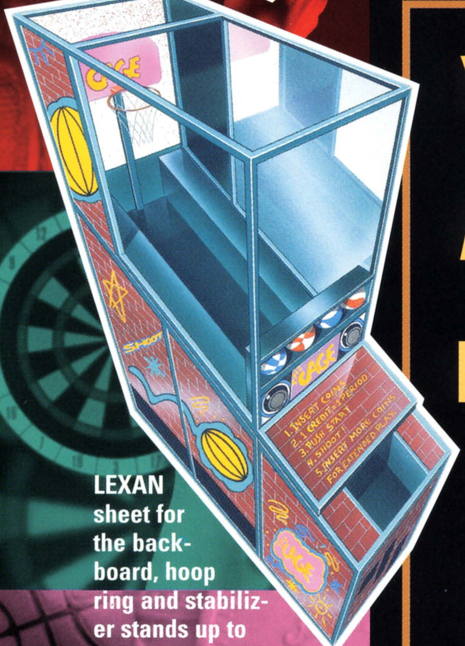
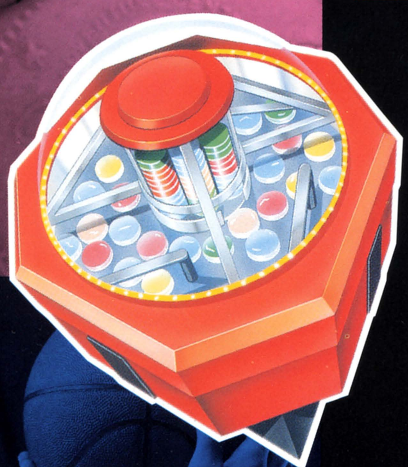


**LEXAN sheet for the backboard, hoop ring and stabilizer stands up to constant impact from basketballs. The result: less breakage.**

**In coin and token mechanisms, LEXAN sheet resists breakage and reduces damage from vandalism.**



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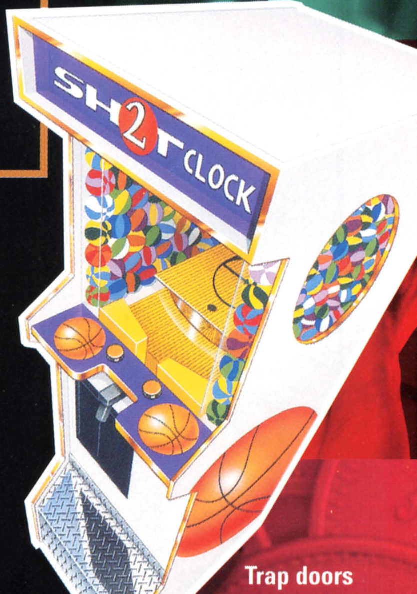

**Trap doors and prize doors made from LEXAN sheet offer strength and design flexibility, reduced breakage, increased profits.**

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❖ **West End Marketplace** (603 Munger Ave.): A former cracker and candy factory now home to four floors of shopping, eating, and entertainment.

## SPECIAL EVENTS

❖ **Sun & Star Festival:** A 100-day celebration of Japanese culture with over 60 exhibits and events in the visual and performing arts plus a display of Japan's national treasures. Duration: September through December. The centerpiece exhibition is "Japan's Golden Age: Momoyama" at the Dallas Museum of Art (1717 N. Harwood St. in the Arts District). For tickets and more information, call (800)605-2726.

❖ **Texas State Fair:** Takes place Sept. 28-Oct. 30 at Fair Park. Call (214)565-9931 for details. ▲

The Dallas County Historical Plaza features the Old Red Courthouse (r). The 72-story Nations Bank rises behind it.

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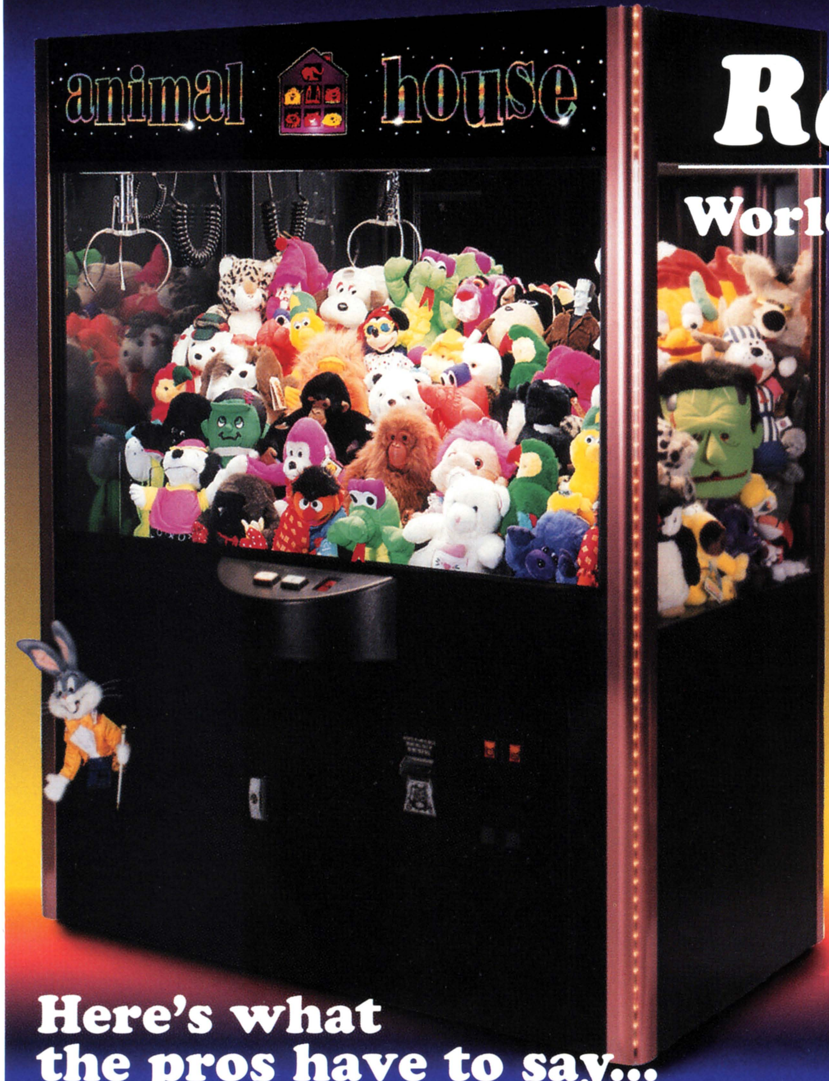
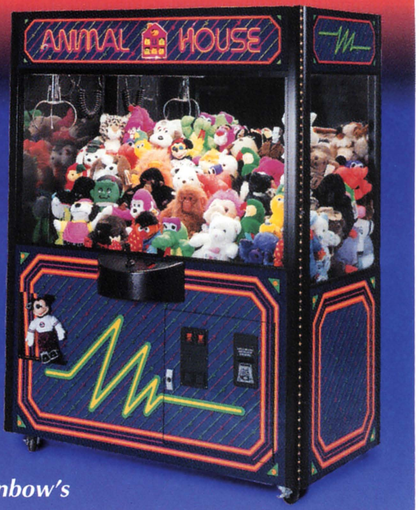


# Rainbow

## World's Finest Cranes

## Crane Pros Buy Rainbows

**A majority of today's largest crane operators now buy only Rainbow Cranes. These operators are Crane Pros — for most, cranes are their only business. They can't afford to use cranes that are not the best.**



## Here's what the pros have to say...

*"We have been very pleased with the performance of the Rainbow Crane Company and the equipment that they manufacture."*
*Randy Fagundo — V. P., Sugarloaf Creations, "Worlds Largest Crane Operators"*

*"We have sizeable crane operations in four large cities and run hundreds of jumbo cranes. Our city managers tell us they want Rainbows for their growth. They cite the machine's looks, reliability and ease of service as reasons. Most importantly, they tell us that Rainbows result in more revenues per machine."*
*David Chazen — President, Win Stuff, (sister company of Good Stuff Toys)*

*"The Rainbow Crane is the most technologically advanced and appealing machine on the market today. We have replaced other cranes with the Rainbow and realized increased revenues instantly."*
*Kevin Theisen — American Coin Company*

*"We highly recommend Rainbow Cranes for several reasons: 1) Quality of Manufacturing, 2) Reliability, 3) Outstanding ongoing technical support, and 4) Rainbow's classy looks have allowed us access to many high-volume accounts."*
*Ken Higgins and Bill Emerson — Northeast Coin Company*

*"We have experienced a sales increase of over 40% in locations in which we have replaced a standard jumbo crane with a Rainbow Crane!! The machines are paying for themselves with the increase in revenues. Furthermore, we have found that locations which were once concerned that the appearance of a crane may be offensive to their clientele are really pleased with the attractive appearance of your machine. Finally, the reliability of the technology is remarkable. Machines in operation is what keeps our Vending Division in business, and it's rare to have service calls or down time with the Rainbow Crane.*

*Mark A. Gawlik, CPA — President, Play • By • Play Toys and Novelties*

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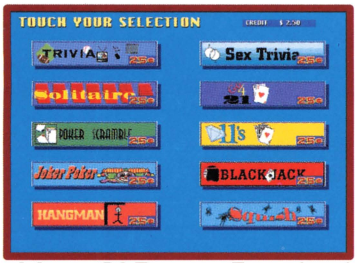
TOUCH YOUR SELECTION
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Trivia
Sex Trivia
Solitaire
21
Poker Scramble
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BLACKJACK
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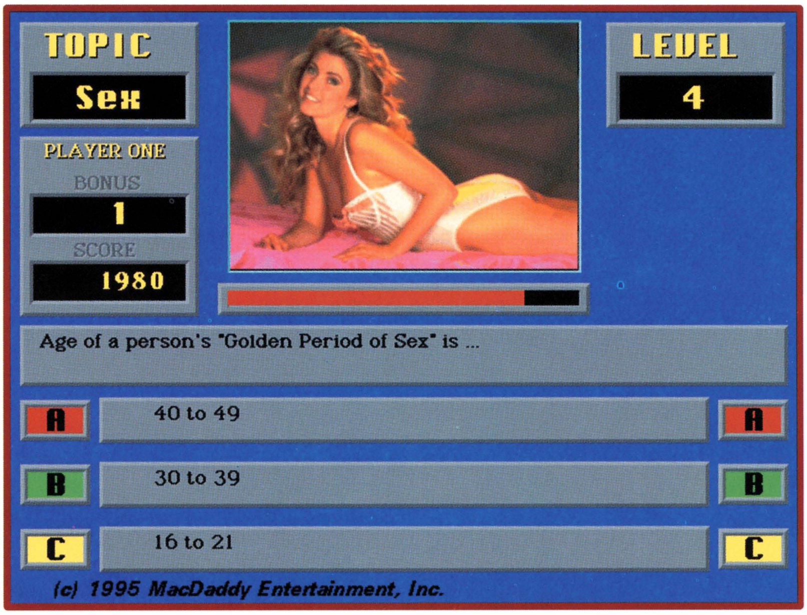

TOPIC
Sex
LEVEL
4
PLAYER ONE
BONUS
1
SCORE
1980

Age of a person's "Golden Period of Sex" is ...

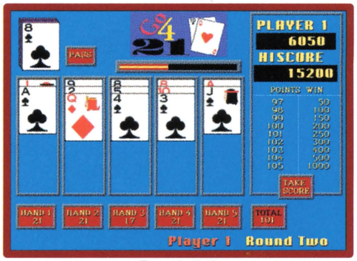
A 40 to 49

B 30 to 39

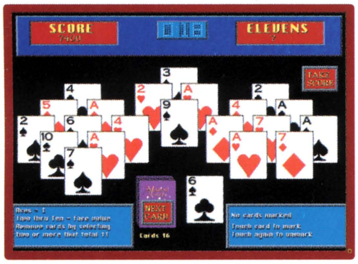
C 16 to 21

*(c) 1995 MacDaddy Entertainment, Inc.*

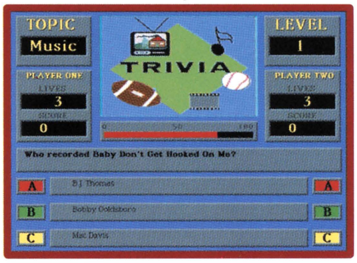
Sex Trivia - Fun And Saucy, Spiced With Real Color Photos


PLAYER 1
6050
HI SCORE
15200
TAKE SCORE
Player 1 Round Two

Go-4-21
Multi-Hand Blackjack At it's Best


SCORE
ELEVENS
TAKE SCORE
NEXT CARD

Diamond 11's
The Latest Rage


TOPIC
Music
LEVEL
1
TRIVIA
PLAYER ONE
LIVES
3
SCORE
0
PLAYER TWO
LIVES
3
SCORE
0

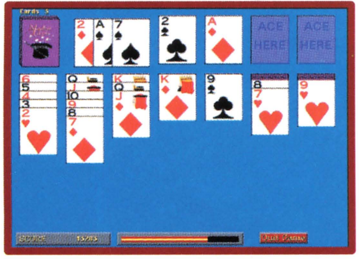
Who recorded Baby Don't Get Hooked On Me?

A B.J. Thomas

B Bobby Goldsboro

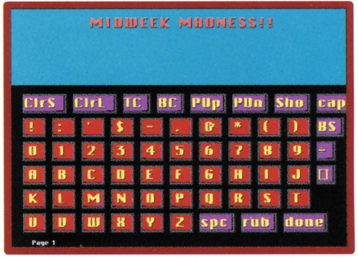
C Mac Davis

Trivia
Music, TV, Movies, Sports &More


ACE HERE
ACE HERE

Solitaire - Flip 1 Card Or Flip 3

## GRAPHICS SO REAL YOU CAN REACH OUT AND TOUCH!


MIDWEEK MADNESS!!
Clrs
Clrl
TC
BC
PUp
PDn
Sho
cap
BS
spc
rub
done
Page 1

16 Screens Of Advertising

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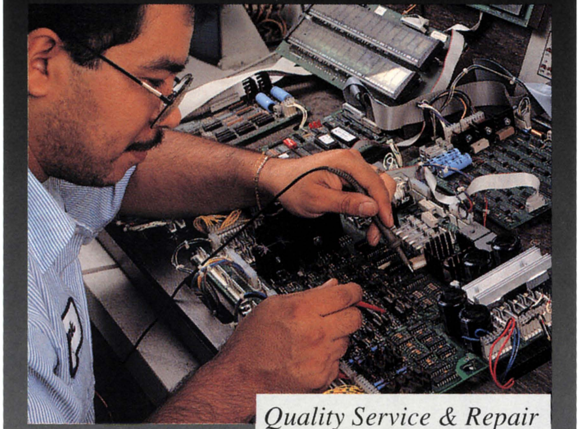
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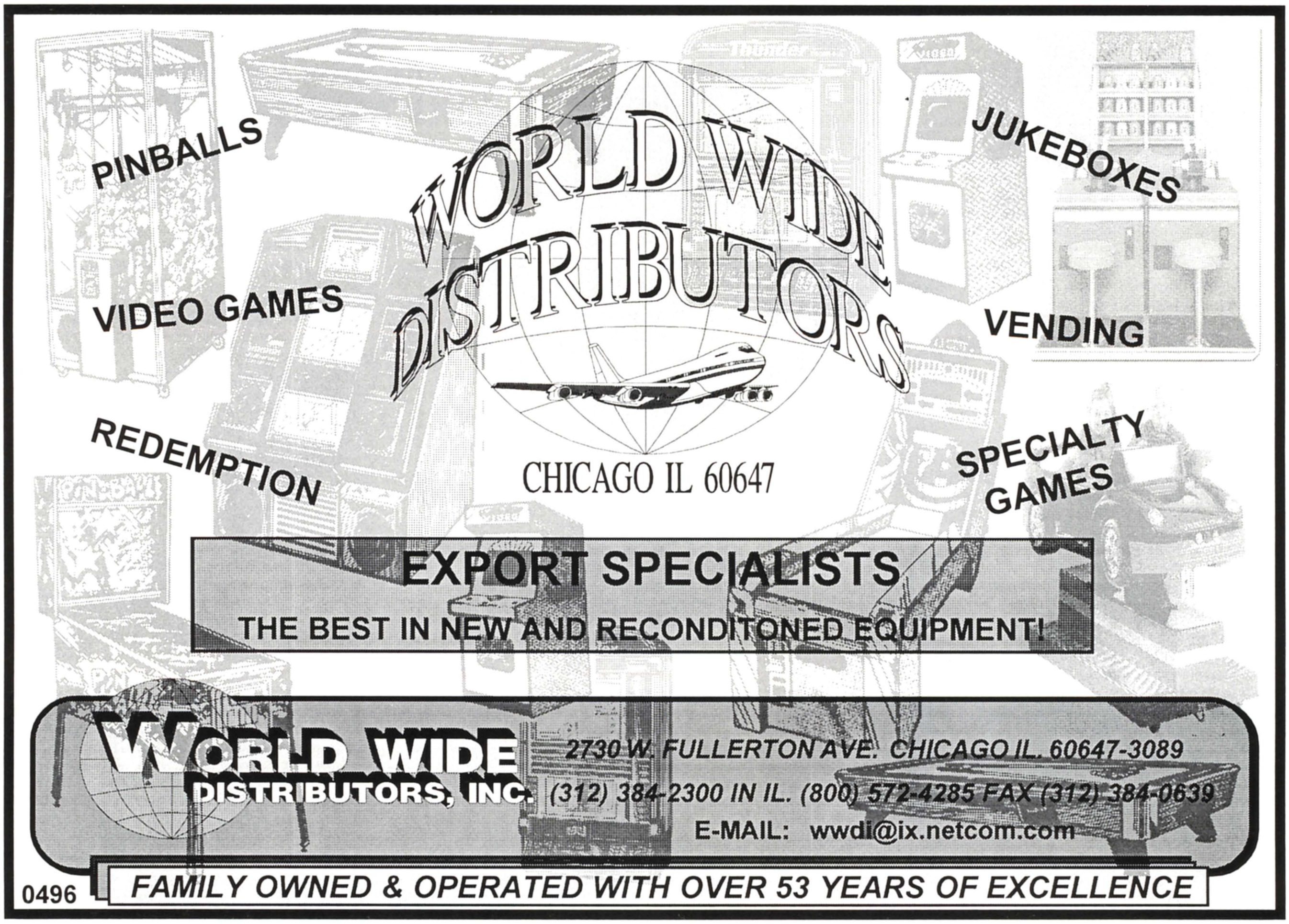
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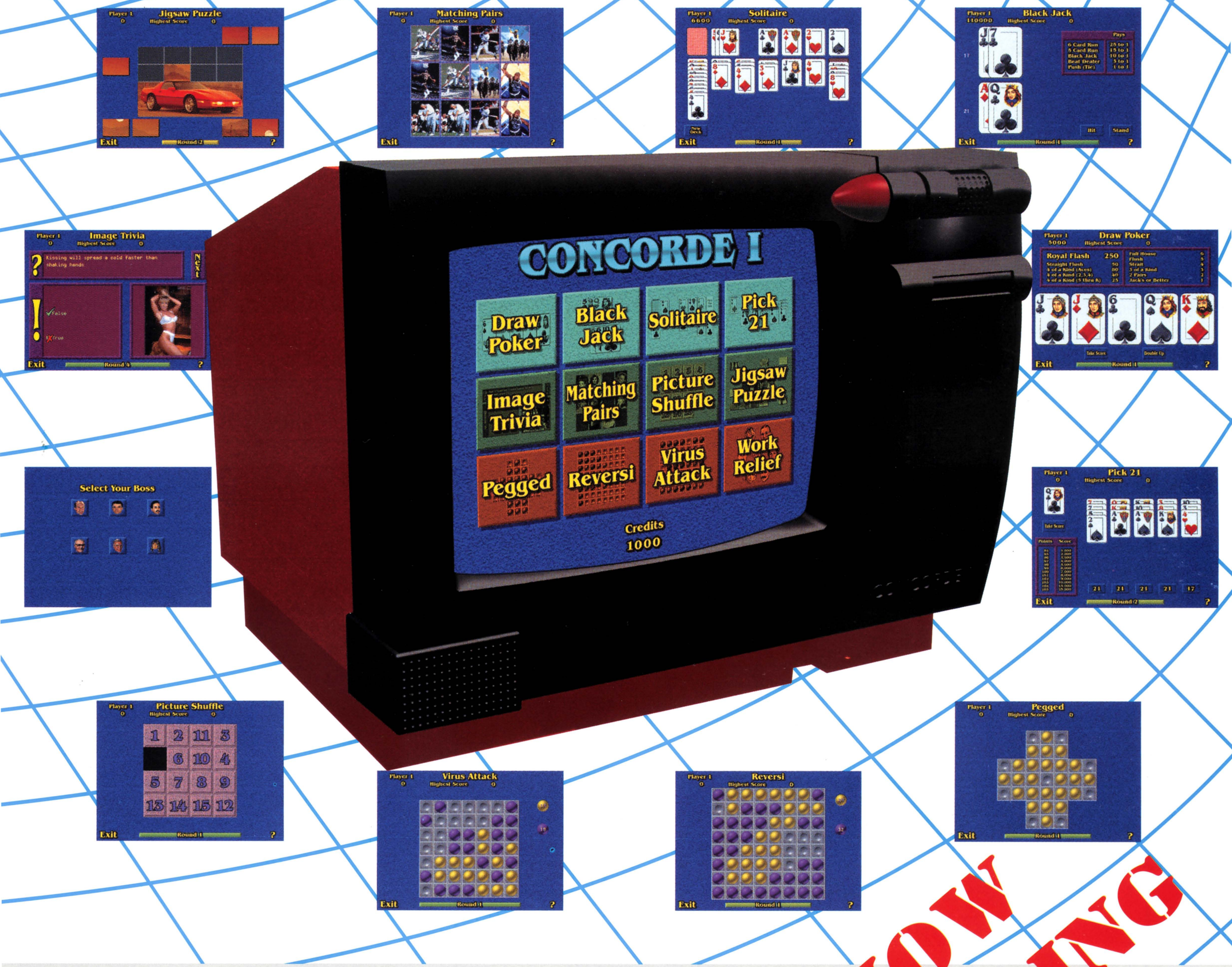
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Matching Pairs
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Pick 21
Picture Shuffle
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Pegged
CONCORDE I
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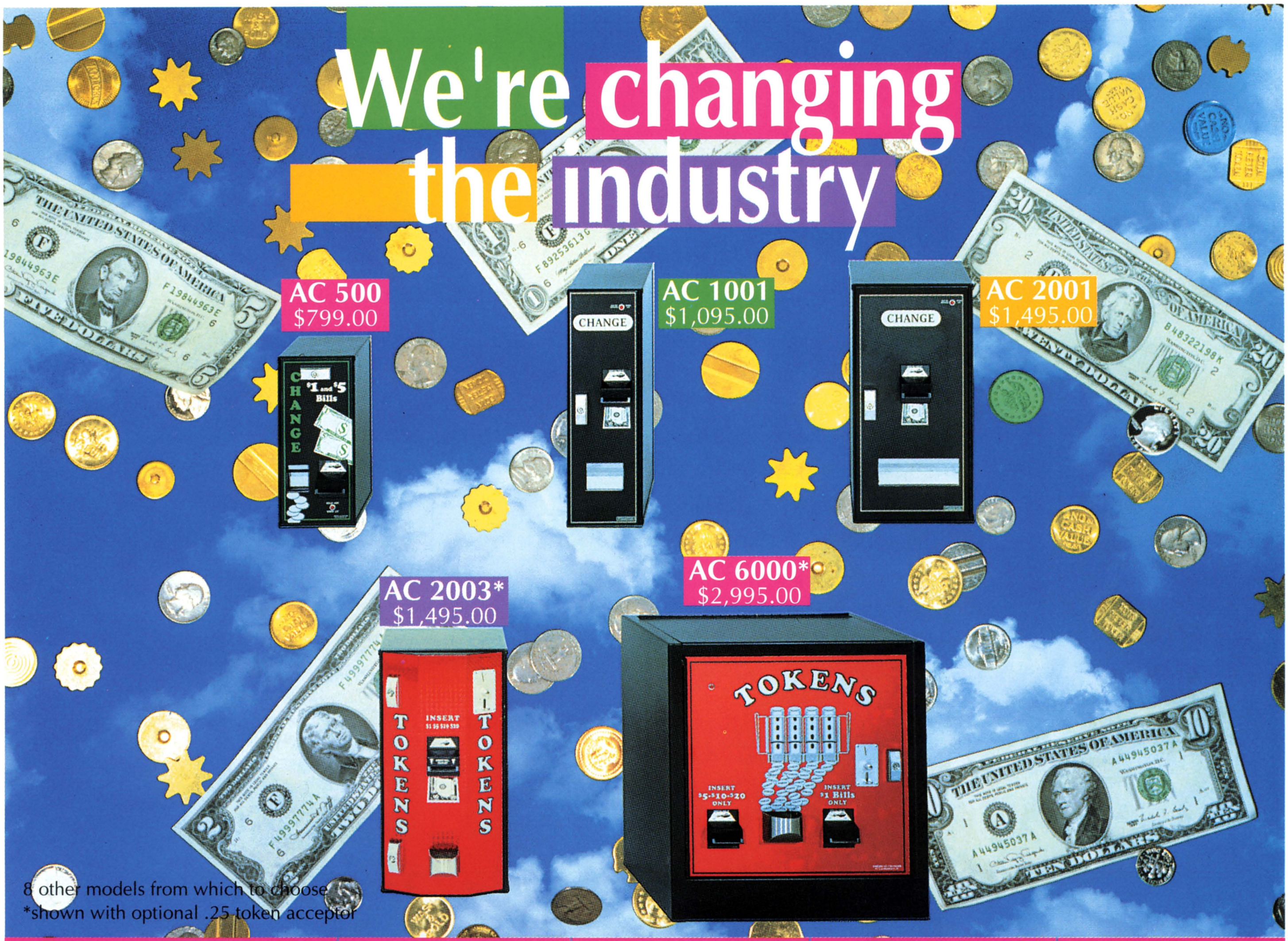
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8 other models from which to choose
*shown with optional .25 token acceptor

| Models | AC 500 | AC 1001 / AC 1005* | AC2001/AC2003*/AC2005 | AC 6000 |
|---|---|---|---|---|
| Standard Capacity | 600 quarters / tokens | 1,600 quarters / tokens | 3,200 quarters / tokens | 12,00 quarters / tokens |
| Optional Capacity | 1,000 quarters / tokens | 2,800 quarters / tokens | 5,6000 quarters / tokens | - |
| Payouts | hopper loaded quarter or token | hopper loaded, quarter nickel, dime or token | dual hopper optional .25 token acceptor | dual hopper optional .25 token acceptor |
| $1 Coin Payout | yes with a kit | yes | yes | yes |
| Validator Acceptance | $1,$2,$5, $10 | $1, $2,$5,$10,$20 | $1, $2, $5, $10, $20 | $1, $2, $5, $10, $20 |
| Validator Interchangeability | no | yes | yes | no |
| Token Bonus Payout | no | yes | 128 options | 128 options |
| Base and Header Kits | yes | yes | yes | base only |
| *Rear Loaders | no | yes | yes | no |
| Options Fronts | no | change or tokens | change or tokens | change or tokens |
| Optional Alarm System | yes | yes | yes | yes |

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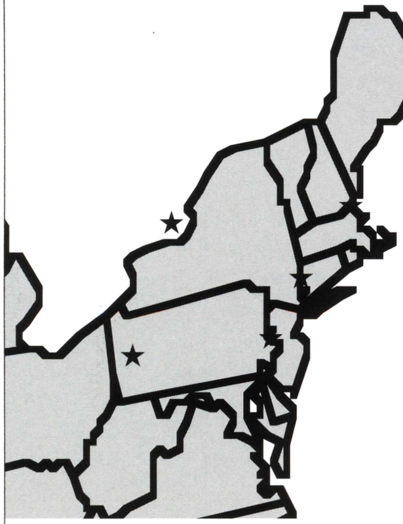
| Zamperla Inc. | 602 | (201)334-8133 |



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1-800-394-9966

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Rochester, NY 14625
(716) 546-1100
1-800-222-8671

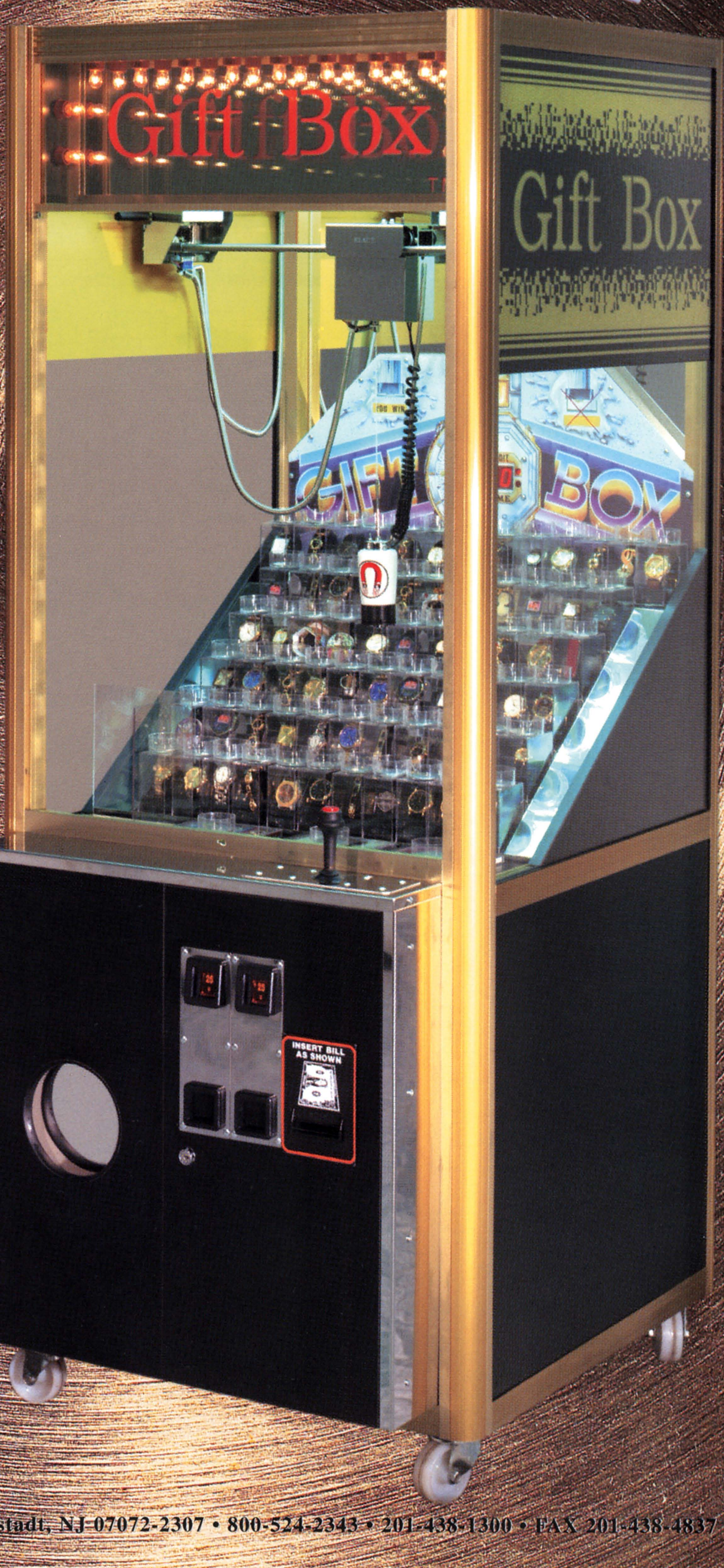
DELUXE

# GIFT BOX

CREDIT 00 TIME

**A Luxury Edition *Magnetic* Crane!**

*Fun Merchants presents another unique addition to our redemption lineup. The **Deluxe Gift Box** features a magnetic Belgium mechanism able to pickup a gift box. Due to popular demand we are now offering this attractive version in a gold trimmed, black formica, Big Choice Style cabinet with all the features you've come to expect from our cranes including: quality construction, coin counter meters, microprocessor boards, reliable adjustable Belgium mechanism, attract mode, dual coin mechs, adjustable pricing and a dollar bill validator option.*



The Deluxe Gift Box is not limited to jewelry or watches. You can use any gift items which will fit in the box. The only limit is your imagination!

DIMENSIONS
Width - 30"
Height - 75"
Depth - 34"

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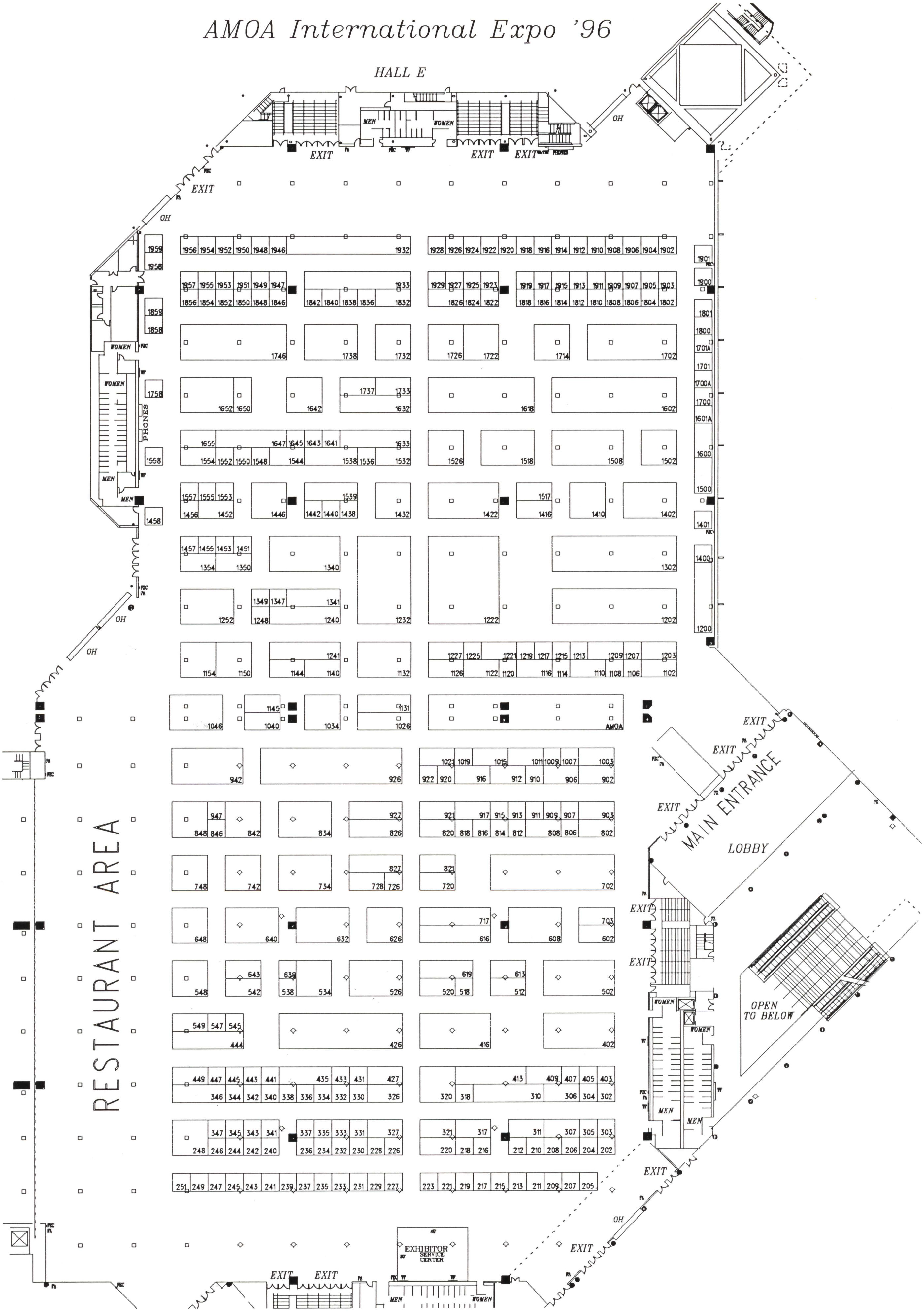
# AMOA International Expo '96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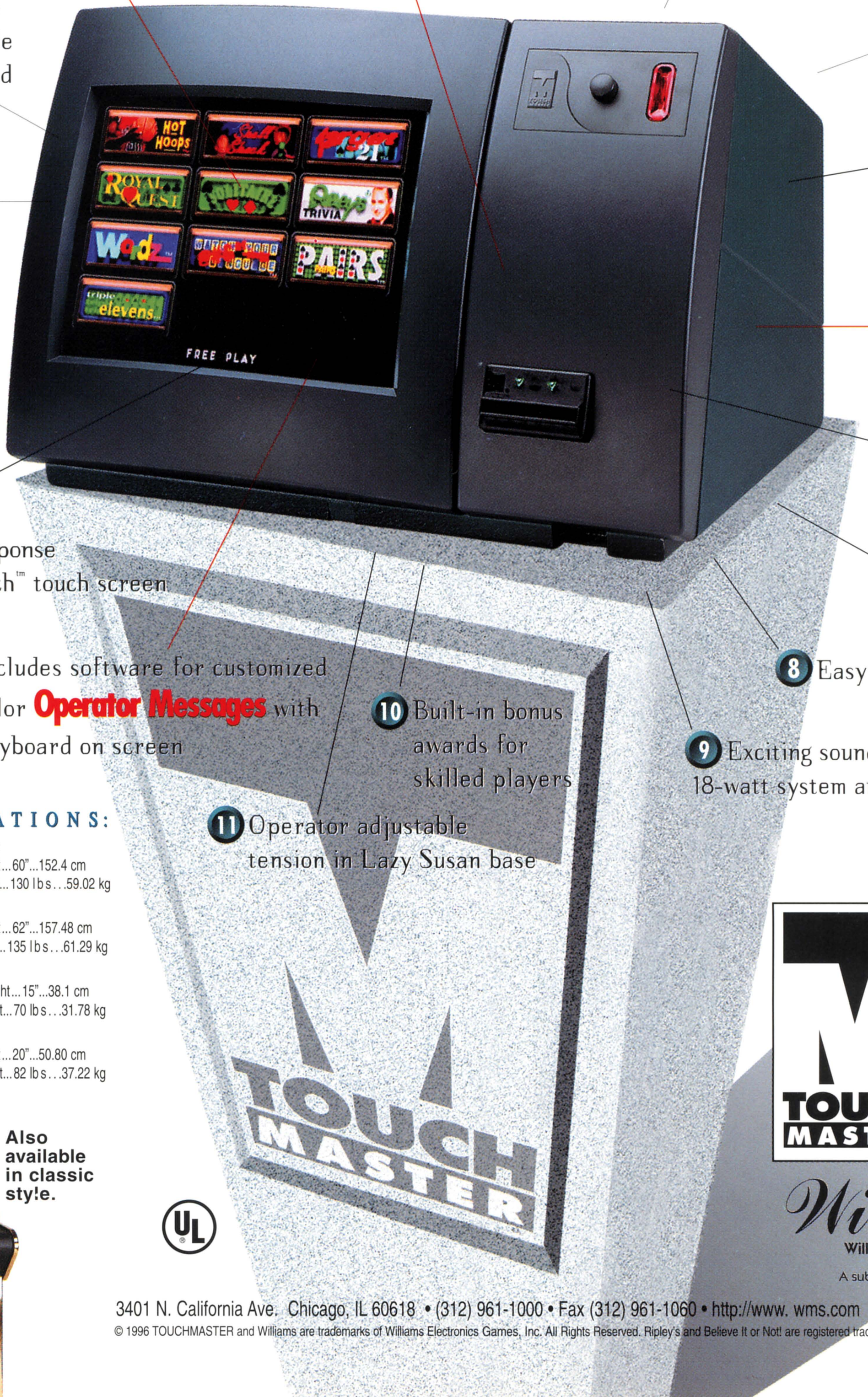
WOMEN

# 21 Reasons to get your hands on TouchMaster™



1. Equipped for **different acceptor options.** Operator selectable options include: coin and bill, coin and coin, coin only and bill only

2. All key access in back of cabinet for service from rear of machine

3. Designed for easy cash box collection

4. Lockable coin cash box holds $400 in coins. Stacker holds $500 in bills

5. **One year warranty** on all components

6. No tools required to clear coin jams or bill validator

7. UL approved

8. Easy to obtain game audits

9. Exciting sound effects with an 18-watt system and high quality speaker

10. Built-in bonus awards for skilled players

11. Operator adjustable tension in Lazy Susan base

12. Includes software for customized color **Operator Messages** with keyboard on screen

13. Quick response MicroTouch™ touch screen

14. Regular **software upgrades**

15. Operator adjustable games and features

16. Comfortable monitor angle for males and females

17. Automatic degaussing

18. The cleanest, **sharpest on-screen graphics** in the industry

19. Easy service access for EPROM upgrade

20. Dedicated board designed for reliability

21. **Classic and unique games**

## SPECIFICATIONS:

**Classic Cabinet – Unboxed :**
Depth...32"...81.28 cm Height...60"...152.4 cm
Width...23"...58.42 cm Weight...130 lbs...59.02 kg

**Classic Cabinet – Boxed :**
Depth...33"...83.82 cm Height...62"...157.48 cm
Width...25"...63.5 cm Weight...135 lbs...61.29 kg

**Counter Top – Unboxed :**
Depth...16.5"...41.91 cm Height...15"...38.1 cm
Width...21"...53.34 cm Weight...70 lbs...31.78 kg

**Counter Top – Boxed :**
Depth...21"...53.34 cm Height...20"...50.80 cm
Width...25"...63.50 cm Weight...82 lbs...37.22 kg

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AMOA EXPO '96 AMOA EXPO '96 AMOA EXPO '96
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# Schedule of Events

## SHOW HOURS

**WEDNESDAY:**
3:00 a.m. - 8:00 p.m. Registration

**THURSDAY:**
8:00 a.m. - 5:00 p.m. Registration
10:00 a.m. - 5:00 p.m. Floor Open
(no distributor hours)

**FRIDAY:**
8:00 a.m. - 5:00 p.m. Registration
10:00 a.m. - 5:00 p.m. Floor Open
(no distributor hours)

**SATURDAY:**
8:00 a.m. - 4:00 p.m. Registration
10:00 a.m. - 4:00 p.m. Floor Open
(no distributor hours)

### AMOA MEMBER RECEPTION

**Thursday, September 26**
6:00 p.m. - 9:00 p.m.
Union Station
(adjacent to Hyatt)
Sponsored by
AMOA and Dynamo

## SEMINARS

### – For manufacturers, distributors, and suppliers –

**WEDNESDAY, SEPTEMBER 25**

**9:00 a.m. - 10:15 a.m.**

- *Importing into the U.S.*
  Designed for international manufacturers and distributors. It will address the "how to" of doing business in the United States.

**10:45 a.m. - noon**

- *Export Opportunities for Manufacturers and Distributors*
  This seminar will attempt to answer the questions about sales opportunities available for manufacturers and distributors in the international marketplace. What are the growing markets with a hunger for commercial amusement equipment?

### – Management –

**THURSDAY, SEPTEMBER 26**

**9:00 a.m. - 10:15 a.m.**

- *Location Contracts: Building, Negotiating, and Getting the Signature*
  Location contracts are an integral part of conducting business—especially our business. Find out everything you need to know about contracts.

**10:45 a.m. - noon**

- *Choosing the Correct Corporation: Limited Liability vs. Partnerships vs. Sole Proprietorship*
  With the recent changes in the tax laws and concern over liability issues, is your method of incorporation working for you? Find out the differences among the entities. You might discover it's time for a change.

**FRIDAY, SEPTEMBER 27**

**10:00 a.m. - noon**

- *How to Interview and Hire the Right People*
  Nothing costs more, wastes more, or hassles more than a bad hire. You can prevent most hiring mistakes at this valuable seminar which offers insights on screening, searching, hiring, and keeping the right employees.
- *Maintaining Optimism: How to Overcome Negativity in the Workplace*
  Learn specific steps to create a more positive, productive working environment at this "don't miss" session. Evaluate whether negativity is indeed a problem at your company and if it is learn how to turn things around.

### – Marketing –

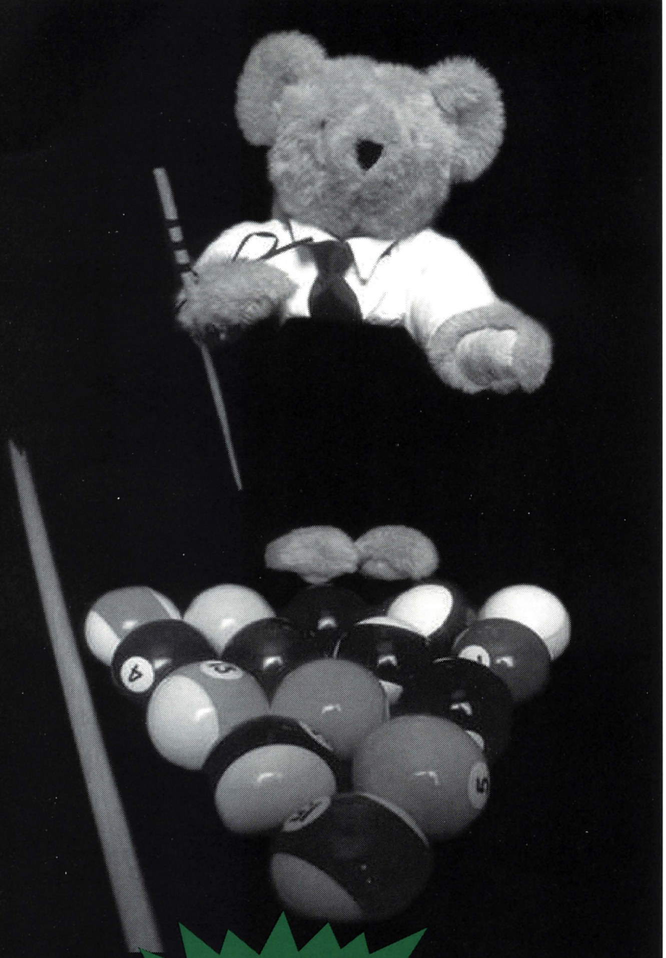
**FRIDAY, SEPTEMBER 27**

**10:00 a.m. - noon**

- *Streetfighter's Neighborhood (Marketing) Sales Builders*
  No, this is not a seminar about the popular video game.

### AWARDS SHOW & BANQUET

**Friday, September 27**
6:00 p.m. - 11:30 p.m.
Fairmont Hotel
Cost: $100 each or $900 per table for 10



**BEAUTIFUL SEASONAL PRE-PACKS**
*Halloween, Christmas Valentine & Easter*

We offer the
"BEST BLENDS IN THE BUSINESS!"
Our Assortments Change Daily!

- *Satisfaction Guaranteed!*
- *Same Day Shipping!*
- *Personalized Service!*
- *Customized Mixes!*
- *Quality Merchandise!*

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**LICENSED RECOGNIZABLES: Looney Tunes & Sports!**

INTERNATIONAL ASSOCIATION OF AMUSEMENT PARKS AND ATTRACTIONS

MEMBER
AMOA
Amusement & Music Operators Association

MEMBER
AAMA

# Plush Appeal Has Quality, Variety, Value & Service ...All Racked Up!

## CRANE PREPACKS

144 Pieces per Prepack - Packed 72 pieces per bag for your convenience. Fully assorted with no more than 3 identical pieces! Prepacks may be ordered 7-ways: All Plush, Plush with Novelty, All "Seasonal" Plush, Plush with Sports, Sports Promotional, Licensed & Recognizable or Customized.

| Averages | | 72 Pieces | 144 Pieces |
|---|---|---|---|
| .75¢ | (5"-9") | $54.00 | $108.00 |
| .80¢ | (5"-10") | 57.60 | 115.20 |
| .85¢ | (5"-11") | 61.20 | 122.40 |
| .90¢ | (5"-12") | 64.80 | 129.60 |
| 1.00 | (6"-12") | 72.00 | 144.00 |
| 1.15 | (6"-13") | 82.80 | 165.60 |
| 1.25 | (7"-14") | 90.00 | 180.00 |
| 1.50 | (7"-14") | 108.00 | 216.00 |
| 1.75 | (8"-14") | 126.00 | 252.00 |

## JUMBO "PREMIUM" PREPACKS

50 Pieces per Bag - "Department Store Quality"
Not more than 2 identical pieces!

| Averages | | 50 Pieces | 100 Pieces |
|---|---|---|---|
| $2.00 | (9"-14") | $100.00 | $200.00 |
| 2.25 | (9"-14") | 112.50 | 225.00 |
| 2.50 | (10"-17") | 125.00 | 250.00 |
| 2.50 | (**NEW!** 10"-24") | 125.00 | 250.00 |
| 3.00 | (10"-24") | 150.00 | 300.00 |
| 4.00 | (12"-24") | 200.00 | 400.00 |
| 5.00 | (12"-24") | 250.00 | 500.00 |

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**— SEE US AT AMOA BOOTH #548 —**

What it is about is teaching you how to advertise, market, and promote your company and services on a shoestring budget. If you already market and promote, here are some tips on improving your strategies.

SATURDAY, SEPTEMBER 28

**10:00 a.m. - noon**

- *Starting and Developing Leagues*
  Mike Smythe of the National Dart Association and Gregg Elliott and Dave Courington of Valley's VNEA and VIFA will answer all your questions about leagues including the most basic one of all: are leagues right for my business? A valuable session for newcomers and a great refresher for veterans.

## OPTIONAL ACTIVITIES

- **JFK Tour**
  Thursday and Saturday
- **Arboretum Tour**
  Friday Only
  Cost: $40 per person per tour
  Includes transportation, lunch, and admission. Pre-registration recquired.

### – Family Entertainment Centers –

THURSDAY, SEPTEMBER 26

**10:00 a.m. - 2:00 p.m.**

- *FEC Tour of Dave & Busters and Q-Zar*
  Here's an opportunity to see two of Dallas' more popular FEC complexes. Lunch will be on your own at Dave & Busters before the bus returns to the Convetion Center.

SATURDAY, SEPTEMBER 28

**10:00 - noon**

- *How Operators Can Work with FECs*
  Frank Seninsky of Alpha-Omega Amusements explains how you can tap into the FEC market by working with local FECs to provide equipment, products, and services. The key is not to view FECs as competitors but—like more traditional locations—as partners for a profit.
- *Redemption and the Law*
  Bill Treger, Bob Snyder, and Play Meter's Legal Eagle Tom Fricke will talk about different laws on the books and how they can affect redemption equipment.

### – Technology –

THURSDAY, SEPTEMBER 26

**9:00 a.m. - noon**

- *Home PC Games vs. Commerical Video Games: How to Stay Competitive*
  James Plamondon of Microsoft Corp. will talk about high tech home computer games and how coin-op games can meet the competitive challenge if they adopt many of the home PC game innovations.

## SEMINARS AT A GLANCE

WEDNESDAY, SEPTEMBER 25

9:00 a.m. – Importing Into the U.S.
10:45 a.m. – Export Opportunities

THURSDAY, SEPTEMBER 26

9:00 a.m. – Location Contracts
9:00 a.m. – Home Games vs. Coin-Op Videos
10:00 a.m. – FEC Tour
10:45 a.m. – Choosing the Correct Corporation

FRIDAY, SEPTEMBER 27

9:00 a.m. – How to Hire the Right People
10:00 a.m. – Marketing Sales Builders

SATURDAY, SEPTEMBER 28

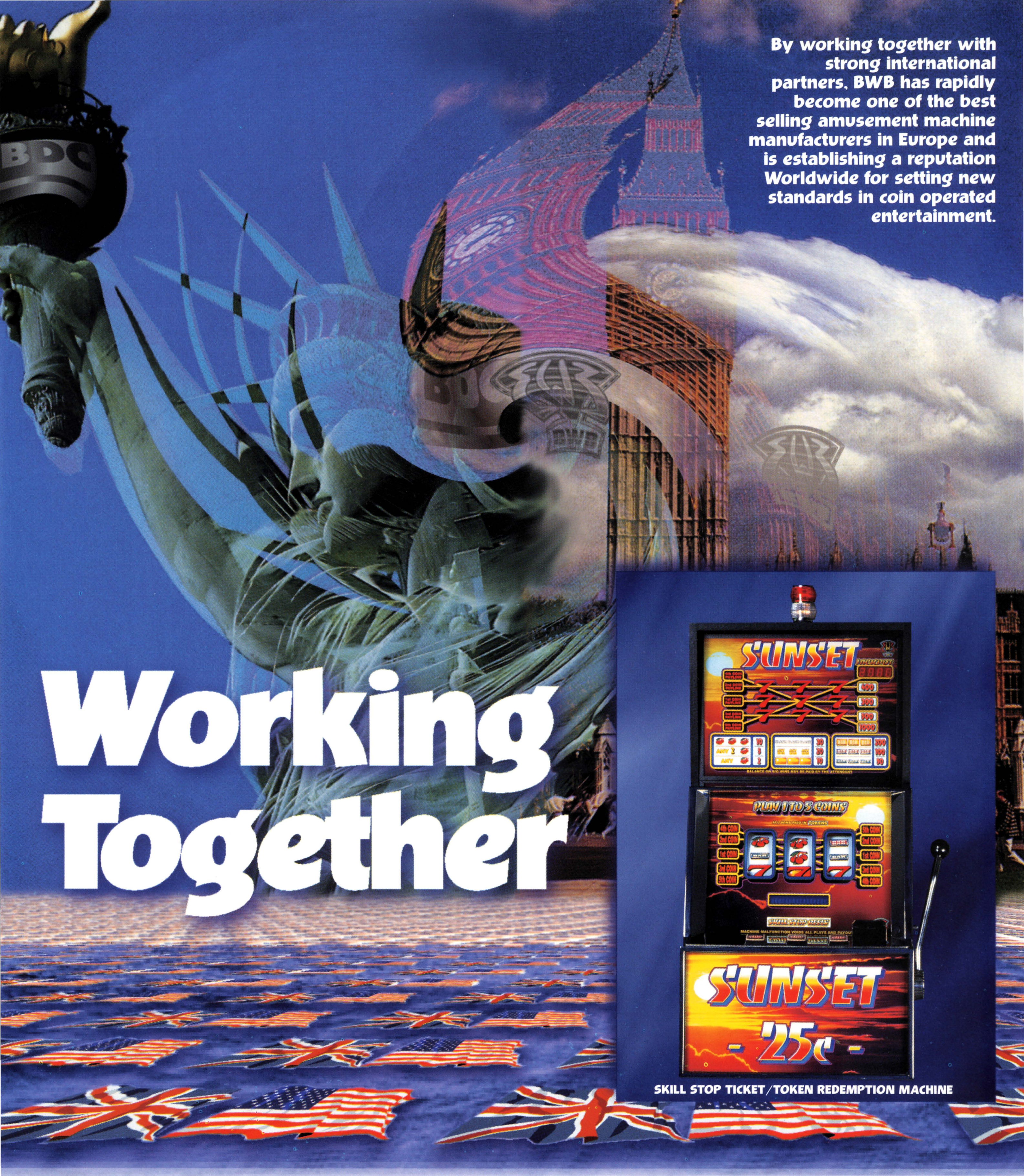
8:00 a.m. – Maintaining Optimism
10:00 a.m. – Starting and Developing Leagues
10:00 a.m. – How Operators Can Work With FECs
10:00 a.m. – Redemption Games and the Law ▲

## AMOA BUSINESS MEETING

**Friday, September 27**

8:00 a.m. - 10:00 a.m.
Dallas Convention Center
Election of New Directors
Committee Reports
Keynote address by Joe Theismann

By working together with strong international partners, BWB has rapidly become one of the best selling amusement machine manufacturers in Europe and is establishing a reputation Worldwide for setting new standards in coin operated entertainment.



# Working Together

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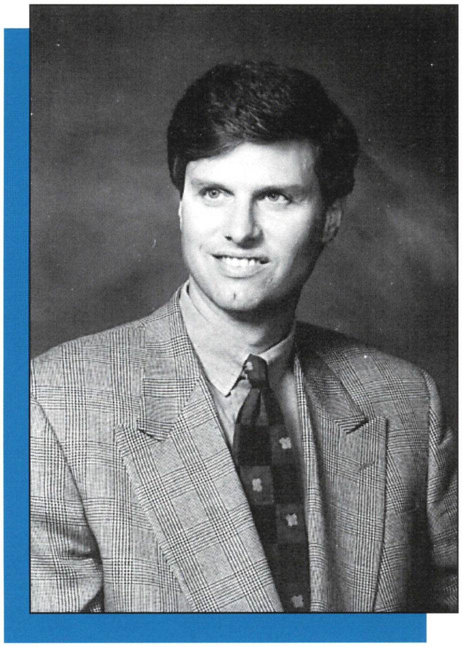
# Randy Chilton



Randy Chilton has spent the past year as president of the Amusement and Music Operators Association. We wanted to hear his reflections on the year, ask him some tough questions about the industry, and hear some insightful answers. We accomplished all three in this interview.

Randy Chilton is one of the youngest AMOA presidents, taking office at age 36 after being in the industry just 14 years. His story parallels many sons and daughters who have gone on to join the family business. His grandfather Jess, who Randy's describes as a bulk vendor with just a few machines, was the first generation. After Jess's untimely death at a very early age, his wife took over the business.

In 1946 Jess's son Stan started Chilton Vending, purchasing the machines from his mother. Stan's business expanded and his young son Randy often came to the shop performing odd jobs.

Randy calls himself a shop rat, admitting that he didn't contribute much when he was a kid. "I'm not like most of the operators you run into today. My expertise is in calling on accounts and soliciting new ones. I've never perfected a talent for fixing machines."

Stan is still very active in the business and Randy describes him as "very young for his age." He credits his dad for making it possible for him to carry out his duties as president of AMOA this past year.

**When did you officially start working with your dad?**

After I graduated from Kansas University in 1982. When I started the whole industry seemed to be going right down the tank. I was sure that the entire thing was my fault! Seriously, I've enjoyed the good times of the industry as a family member and I've seen the lean years first hand. I cut my teeth during some tumultuous years.

**It's interesting that you came up through the ranks in AMOA fairly fast. Could you tell us about that?**

It's a short story really. I saw a piece of mail that mentioned AMOA's inaugural Notre Dame Executive Development program. I had loved college where I had a lot of fun and this looked like a chance to have some more fun! When I walked into the room I was the kid because the experience in that room was overwhelming.

I'd been to AMOA shows but had never been to a banquet or been exposed to the board of directors. My father had never had time for AMOA. Now here I was sitting next to people like Dock Ringo, John Estridge, etc. I could go down the list and they were all people who were driving the industry.

Funny though, at that time I didn't know who they were. But I did see that they were pleased that I was there. As I got to know these guys I remember spending time talking to Bill Stone and John Estridge in an Irish Pub one night. They told me that I seemed like a guy who could contribute something positive to the industry and

**VALERIE COGNEVICH**

# We're proud that our tables sell used for about what operators paid for them new.

**But we're more proud of what they did in between.**

It's true that our tables sell used for about what operators paid for them new. Sometimes even more. It's true, too, that their resale is higher than any other coin-operated table in the industry.

Not a bad investment for their owners. And we're more than just a little proud.

What we're really proud of, though, is how they performed along the way.

**Less service calls. Less maintenance. Less parts replacements. Less wear. Less player complaints. Less of most everything.**

To get all the "lesses," we have to spend more to build them. We use better woods cut to closer tolerances. Solid metal and real rubber instead of this and that kind of plastic. Flatter slates, higher profile cushion rails, heavier and stronger legs.

**The point is this.**

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**But** ... the reason they have the best resale is the real reason you should buy Valley-Built tables. They're built better, last longer, and require less attention along the way.

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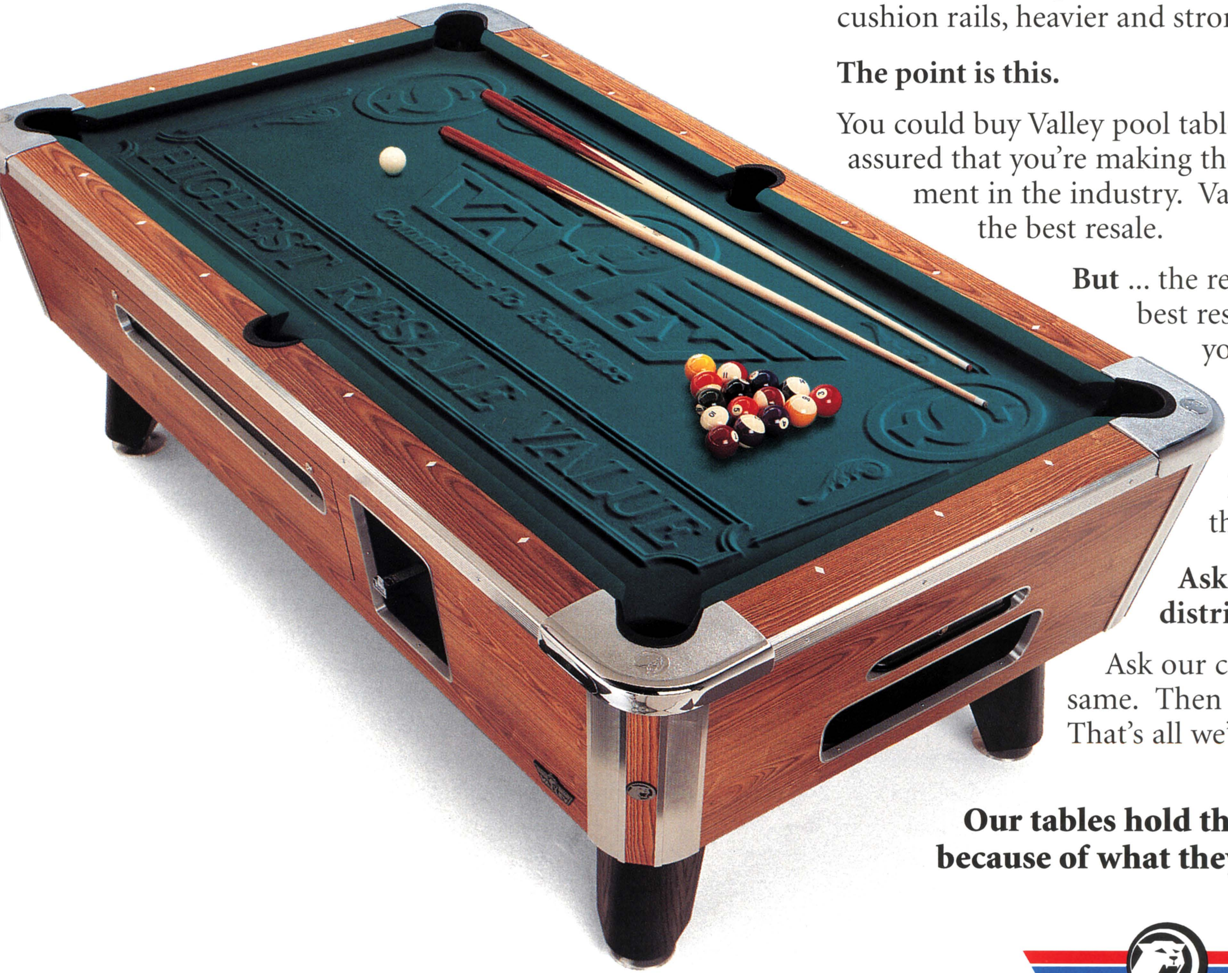
Ask our competitors to do the same. Then make your decision. That's all we're asking.



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asked me if I would like to be nominated for the board of directors.

I replied that it sounded like fun, but would someone explain to me what that is! They did, I did, and I attended my first board meeting in Orlando in 1985.

I enjoyed it. It was being at the right place at the right time. I feel so fortunate. Look at it: I had the best teacher there was–Stan Chilton; I walked into a successful business; and I have 47 of the best operators in the country that I network with. I don't know how you could get a better education than that. No doubt, AMOA has been beneficial. Our company got into the retail business solely on a trip to C&N Sales and it's been a booming business for us. We've automated our business based on what we've learned from other operators. I've visited numerous operators' businesses and learn something every time. When you're a fellow director they open their doors and hearts and help you any way they can.

**How much time do you spend on AMOA work?**

First I'd like to say how much I enjoy AMOA. However, when I come to work in the morning the first thing I see is a sign that says Chilton Vending first, AMOA second. If that wasn't clear, it might be a little confusing. I can't forget that my paycheck says Chilton Vending.

**What is AMOA's major focus right now?**

Dollar coin, video game violence, and cigarette vending are priorities. AMOA's charge is to get accurate information out to our members, to make sure they have all the latest information on everything happening in the industry. All of the issues are evolving daily. There are other issues like jukebox licensing, technology, seminars, and more coming up every week.

**Is it beneficial for AMOA to have an office in Washington?**

It's not so much the physical office but the representation in Washington is critical. It's one of the most significant things AMOA has done in the last 10 years. If you look at the issues we've had to respond to, our business would look different if we wouldn't have had a presence in Washington. We have people fighting for our industry every day. A few years ago when AMOA was talking about what kind of resources to allot for government relations, someone stood up and said, "if you're not going to get involved in politics, you've got to get uninvolved in being in business." He was right because the two are so intertwined.

Randy and his fiancee Deanna Rather with his parents Stan and Judy.

**During your year as president were there any surprises—good or bad?**

Yes! One of the biggest surprises is how much really goes on, how much is involved in responding to membership, and the issues that come up every day. Every issue is seen by all the officers and it gets overwhelming. I realized how important it is to have a competent staff in place.

The work load was more than I anticipated.

We are disseminators of information. You do it for a living, so you know that it takes a tremendous amount of energy just to stay on top of things. If you go on vacation for two weeks, you have to relearn the industry when you come back! It's an ongoing, everyday thing.

**Do you think a one-year term is long enough to accomplish the goals the president sets for himself and the association?**

That's a good question and one that deserves some discussion. However, serving for two years would possibly be too demanding on the president's time and business. It's just in the last three or four months that I'm very comfortable with the office and the decisions we're making. During the first few months you're just feeling your way around. It is a good argument for a two-year term.

**Do you think that the amount of traveling the AMOA president does in that year would make it almost impossible to serve two years?**

The people who serve as president of AAMA (the American Amusement Machine Association) do a lot of traveling, but it is often part of their main job. For a street operator it demands time above and beyond running his business. The position started out with the president expected to create good will through traveling, explaining what AMOA is doing.

Now it's a chairman of the board position. There are issues every day that require decisions or facilitate getting an answer.

One thing we've done differently this year is dividing the travels among all of the officers. The traveling I've done is as much as I could possibly do, but it's far less than the previous presidents. You can only do so much. Some

*Large 7 1/2" Square Drop Chute • New Win Sensor • Chute-in-Back Design and Built-In Tilt Switch • New Claw Action • Streamlined Cabinet • Larger Capacity*

*Large 7 1/2" Square Drop Chute • New Win Sensor • Chute-in-Back Design and Built-In Tilt Switch • New Claw Action • Streamlined Cabinet • Larger Capacity • New Sound Effects • New Dome & Lighting*

# Alone at Last

## *Dozens of New Features That Put Snack Attacker and Challenger So Far Ahead...You're the "Winner-Every-Time"!*

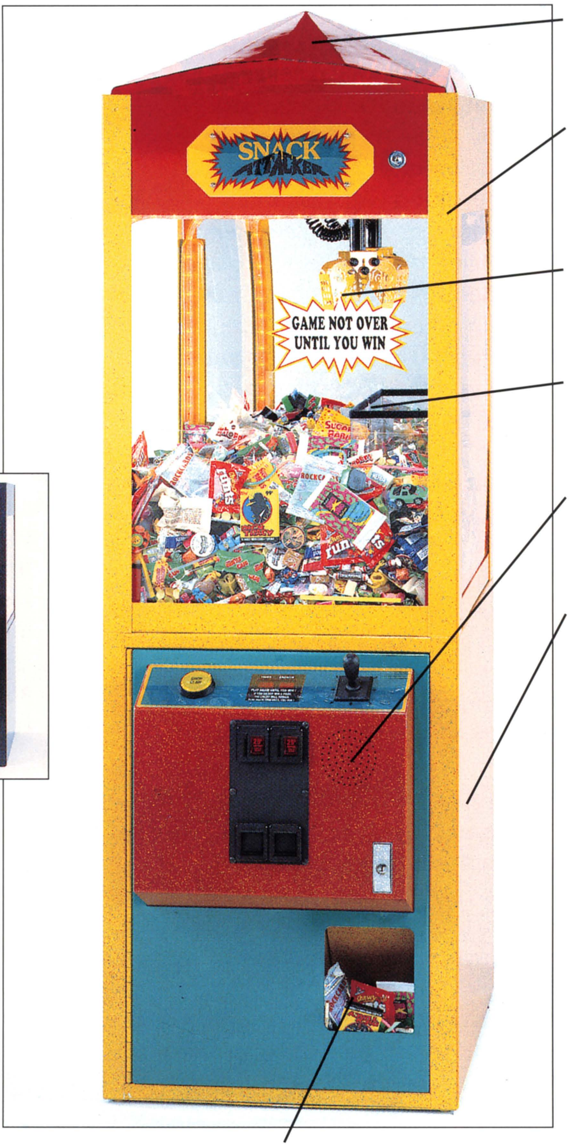
We've added everything you ever wanted in a crane - more capacity, reliability, versatility, sound, security, machine colors...and profitability! See how AGE continues to revolutionize America's favorite amusement game for over a century.

CHALLENGER

SNACK ATTACKER

**Three Vibrant Color Schemes**
"All-Steel/No-Steal" Housing! Optional Lighted Dome.

**Improved Profitability**
New Rear Win Chute. Full Chute, No-Miss Sensing. Hundreds of Merchandising Possibilities.



**New Dome/New Lighting**
No Food/Drink/Debris On Top, "See-Me/Play-Me" Lights!

**Streamlined Cabinet**
Sleek Lines, Larger Service Door Opening, Easy Interior Access with Storage. Recessed T-Handle.

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Full Perimeter Coverage and New Plush Claw Option.

**Chute-in-Back Design and Built-In Tilt Switch**
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It's a tough job but someone has to do it! Here's Randy at the mid-year board meeting in Puerto Vallarta, Mexico, with Norm Pozner and Bob Nims.

have said you either have to take this job at a very young age, or as one past president said, this was his career victory lap before retiring. You have to remember that first and foremost I am the daily director of operations at Chilton Vending and Billiards and I can only do so much.

**Speaking of travels, did you find some surprises during yours?**

Each state association wants you to do about 15 to 30 minutes on what the AMOA is doing for its members.

The first couple of times I'd talk about government relations or NANI. But I found that states often have their own issues, whether it be a sales tax or video lottery. In Illinois they had a seminar on digitally downloading music.

I find that if you are talking about a dollar coin to operators who are fighting for their lives on a sales tax issue they don't give a hoot. It was a real learning experience. When I plan to go to a state show, I call and have a 20-minute conversation to find out what the hot issues are so I can address them. Take Louisiana, for instance. The state is embroiled in gambling issues. If we started talking about video content they'd throw rolls at us.

**Do you feel that being a street operator is different than it was when you started 14 years ago?**

Let me give you my story since I'm often asked that question. I think that the industry has been in a shake-out since I got into it. But shake-out may not be the right term; it would be more like an evolution. Everybody is consolidating whether it's operators, distributors, or manufacturers. Companies are buying each other out. In Minnesota, for example, the association used to have the biggest state meeting. Now you can see everyone at one table! Through consolidation there are only a handful of operators up there.

You asked me if it's different being a street operator, but I think that every segment of the industry is different. Every segment is continuing to evolve. It's an ongoing process. So my answer is yes it's different, but I'd be concerned if it wasn't because it would not be evolving. This story does not have an ending chapter.

**You mentioned state shows and that they are not what they used to be. Is it a concern?**

I don't think it's alarming because you still have the operators supporting their state associations. What's going on is quite predictable. With distributors hosting open houses that fill the void of getting product to operators in a particular state, it's no wonder that state association meetings are smaller. On the other hand, if you want to see a state association become big and powerful bring up an issue that threatens their livelihood. The strong associations around the country are usually tied in with an issue that is threatening operators.

It's just an evolution that is predictable. When it's necessary operators come through. Kansas is a primary example. Each year we make decisions about what kind of effort we'll make as an association. If nothing is going on that is a serious hurdle to us, we'll just save our money. I'm sure most states are the same. It's all tied into how big the need of the day is.

**What happened to NANI? There was a lot of fanfare in the beginning and then it seemed like the information dried up.**

I think you have to go back to the original charge. The reason AMOA got involved in that project is because technology has the ability to take us into the next century and prosper or it can steamroll right over us and make us a footnote in some history book. We need to be a part of it.

NANI was the first group to step up and introduce it to the industry. AMOA's charge is to benefit its members. Now there are very good products that actually compete with NANI, but the winner at the end of the day will be the operator.

Bringing the topic front and center and making operators aware of the potential and the opportunities has been beneficial. NANI itself started out great guns, had some technical glitches, and is regrouping at this point. Just because there is no news doesn't mean it's been hush-hush, it's just that there is no time line for the next step.

The test is over, having met the revenue levels that it needed to. EDS, and TVphone, and AMOA are meeting on a weekly basis to determine the structure of the next step. No one is more frustrated with the time line than I am. It's a hot topic and there will be more information coming.

**Do you have some thoughts about digitally downloaded music's future in the coin-op industry?**

I am familiar with the concept. At the Illinois state show in June there was a seminar that covered this topic. I understand it was well attended and got everyone's attention. But I'm certainly not an expert on the subject.

You're no different from everyone else who is speculating about its future.

When someone first started talking about CD technology or 45s years before that, it was an educational process. In answer to the question, technology is where it's at. It's our charge to make sure we learn about it. As you guys write about it and we go to trade shows, we'll all be learning about it. It's a perfect example of what trade shows are all about. Trade shows are one way to learn about stuff like this.

I mentioned in my last article ("AMOA Agenda") how important trade shows are. If you're a big, successful, cash-flowing operator I don't have to tell you to go to AMOA be-

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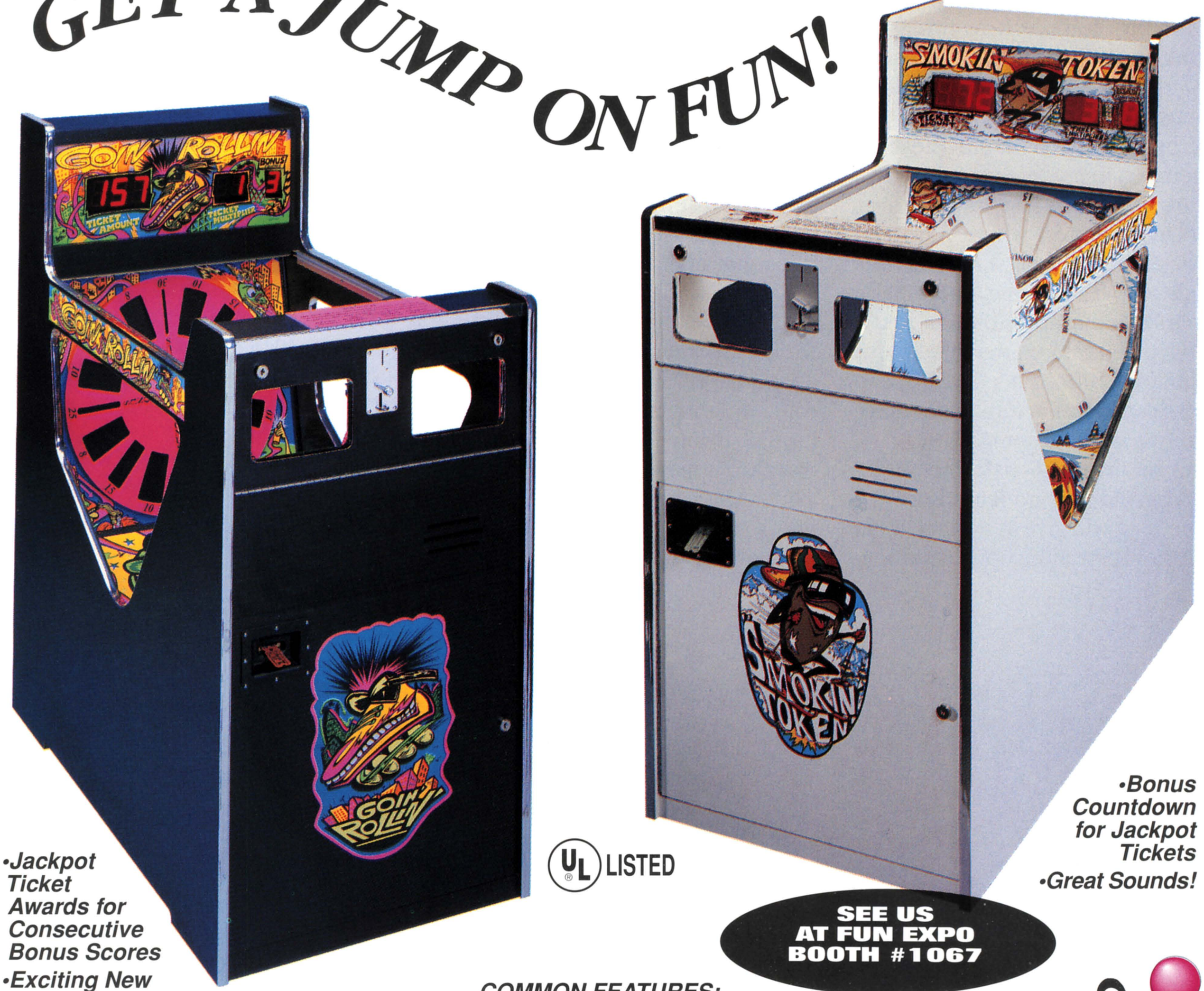
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cause you've probably already made your plans. But if you're an operator whose business is off a little from last year you have to go because new technologies like this are the future. If you're just moving that Pac-Man around hoping for it to get better, it's just not going to happen.

**When you look at how the associations have bounced their trade shows all over the country, there's no excuse not to go.**

OK, here's the inevitable question: Are there too many trade shows?

There are too many trade shows. It's evolved to a point where you could literally go from trade show to trade show all year. It's become a burden on the operators and distributors, and a tremendous burden on manufacturers. For Randy Chilton it's a $500 to $1,000 deal. Manufacturers who once went to two are now going to 10.

**Now we have to ask the question: Where do we go from here?**

Something will give at some point in time. All of the trade shows are looking to see where they land on the calendar.

**Have AMOA and AAMA had discussions about your respective shows perhaps doing something together?**

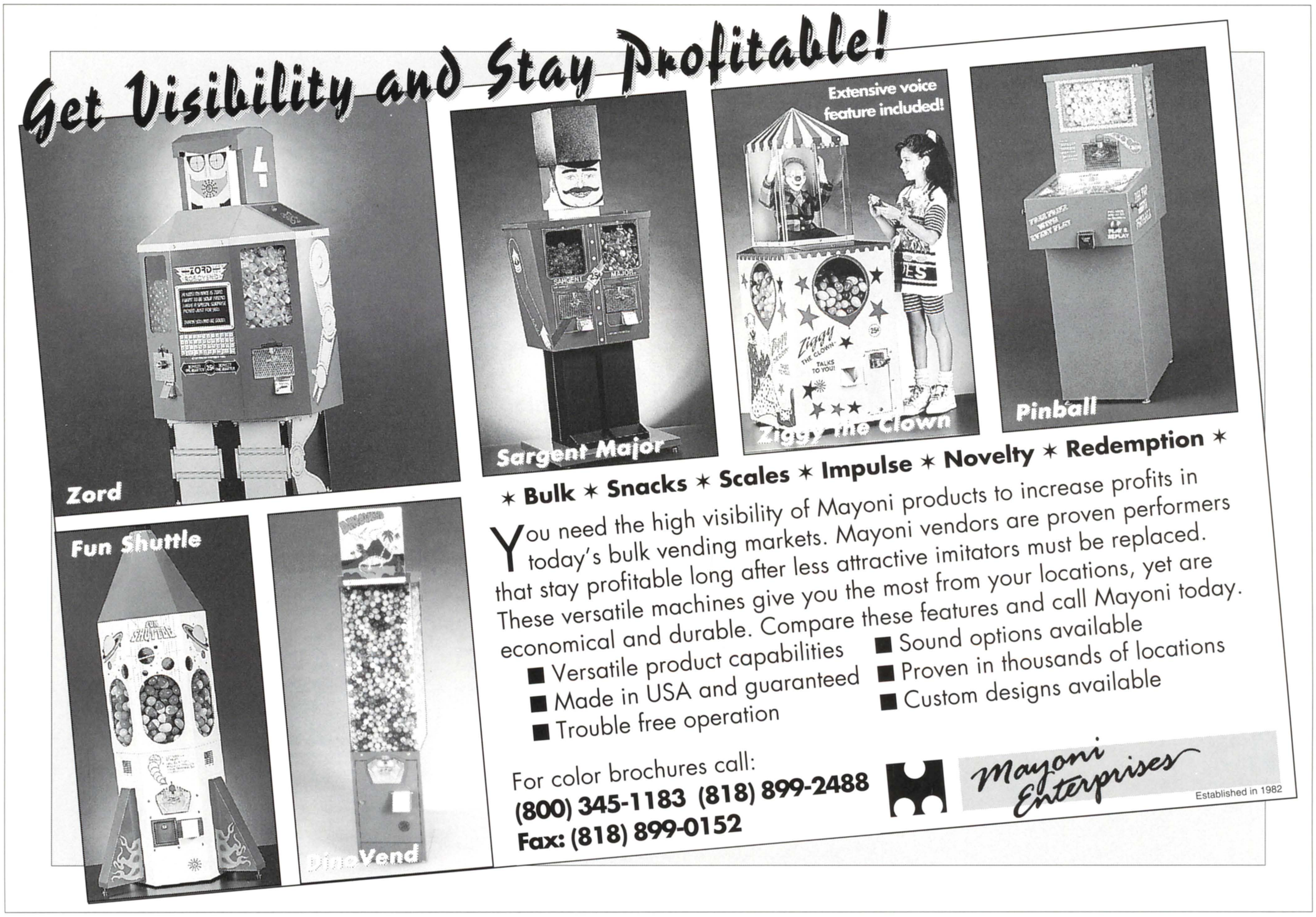
The number one thing that everyone in the industry is talking about is that there are too many shows, AMOA and AAMA are somewhat duplicated, and do we need two of those shows every year. It doesn't take a rocket scientist to suggest that the conversation has been brought up and talked about. We've had some very open conversations. It's quite different than conversations that might have occurred along the same lines 10 years ago.

By no means has it progressed but we are all keeping all of our options open. We're not taking a leadership role in those conversations even though I don't think the economy is there to support all of the trade shows. The AMOA show is profitable and it funds our whole association so it's a hard conversation to have.

**The Fun Expo has been so successful, due in part to its educational program. Is AMOA doing anything different as far as its seminar program?**

Let me preface my comments by reminding you that I cut my teeth in this industry as chairman of the education committee for three years. So I take great pride in our educational programs. AMOA has a tremendous educational program, especially in the past two or three years under Lee Wesson and Bill Stone. They are working their tails off. You see us bringing in subjects like international issues. We're talking about FECs, and we're bringing in professionals to address management issues. I could go down the list but suffice it to say that every year our attendance is up. As it gets tougher to make a buck, seminar rooms fill up.

To switch back to the question about Fun Expo, I'd like to make a point. The typical attendee at AMOA has been in the industry a number of years and is an established operator.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Not many people are trying to get into the coin-op tavern business.

On the other hand, probably half of those attending Fun Expo are looking to get into that business. If you are thinking of getting into a business you go to seminars because you want to learn everything you can. That's why their seminars may seem more heavily attended. It's a tremendous show and Bailey (Beeken) does a great job, but it's a much different type of show than AMOA. It's not fair to compare them.

**How do you view the FEC market and is AMOA addressing that market?**

You are asking several questions in one. Fun Expo does a great job of focusing only on FECs. If that is your only business Fun Expo is the show for you. Some of our members are also members of the IAFEC (International Association of Family Entertainment Centers) because they have both street routes and FECs. The FEC business is not a totally new business, but an evolution. If you talk to street operators who have been running games in an amusement park or bowling center he'll tell you that these locations are family amusement center destination points.

All that's happened is they have evolved and now we don't have three activities under one roof, we have five or six. Many AMOA members have been in that business or evolved into it. I'll use my friend Frank Seninsky for an example. He's been in AMOA for years but when IAFEC came along, he joined that as well.

AMOA is sticking to its roots as far as basic street operators. We're recognizing that many of them are being exposed to FECs and we're addressing that in our seminar program. We have some FEC equipment manufacturers showing at AMOA. We're taking a field trip to Dave & Busters as part of our seminar program. We are addressing it but not abandoning our core membership.

Chilton Vending is a good example. We've capitalized on the FEC trend and it's a good portion of our business, but we are still a street operator.

**We've heard that AMOA was considering some restructuring. Any truth to it?**

We're like any other business that continually analyzes its options. The charge of the board of directors is to run the association in the most efficient and effective way possible. We look hard at all of our options every year and if we find that a change is necessary then we'll consider making that change. At this point the association stands as it has for quite a few years.

> ***"One of my wishes would be to take about five trade shows and make them into one and call it a day."***

**Did you receive a favorable response to AMOA's offer to reduce booth rates to new exhibitors?**

The first thing I did as president was send a survey to the CEO of every manufacturing firm that exhibited at our trade show. Based on the results, at our mid-year board meeting we made four significant changes concerning our trade show in Dallas.

For the first time we will have no distributor hours; seminars will not run beyond noon so people aren't clearing the show floor to go to them; AMOA will not hold any board or officers meetings during show hours; and we offered discounts to new exhibitors. Another thing, that we call our warm-and-fuzzy goal, is that the directors will be contributing to making sure the exhibitors have a high level of satisfaction.

The credit for the idea of offering discounts to new exhibitors belongs to Bill Beckham. In the survey, we asked what we could do to have a better show. One response was that we should try to get more people to the show. So what we wanted to do was expand our exhibitor base. We figured that there were exhibitors at other shows that saw AMOA and thought it was interesting. We felt by bringing them to the AMOA show by offering an incentive—25 percent off the booth space—we would get them in, thus getting more attendance.

Of course, we were concerned about what the existing exhibitors would say so we decided to offer them the same 25 percent discount on any additional booth space they took over last year. What a great idea! And we've had people take us up on that. And we've only had one official complaint from a 10-year exhibitor who wanted the same 10 booths they had last year and felt they had been slighted. Next year we'll address it.

**If a genie gave you three wishes for the industry, what would they be?**

One of my wishes would be to take about five trade shows and make them into one and call it a day. From an operating standpoint that would be a wonderful scenario.

I would like to make Mr. Nakamura, chairman of Namco, the happiest man in the world by calling to tell him that we now have a one- and a two-dollar coin! We sit in meetings and Rick Kirby (president of AAMA) and I just cringe when he asks us where we stand on the dollar coin. Although we're closer than we've ever been, it's embarrassing. That would probably be one of Rick's wishes too.

My last wish would be to ask that genie to let Chilton Vending set the top 100 accounts at 60 percent to Chilton Vending and 40 percent to the location!

**Randy, is there anything else you'd like to say at the end of your presidential term?**

I have to give recognition to my dad for helping out. He's putting in more time this year than in many years past. We've got a tremendous staff that has stepped up and carried the ball. It's a tough job but we've weathered the storm. This year has been a tremendous experience for me. ▲

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**Top: The sales staff, (l-r): Abraham Lee, Nancy Chu, Ron Phillips, Karin Raymond, Rod Akers, and Mickie Priess with their famous cartoon friends. Bottom: The Prizes! team in front of the California headquarters.**

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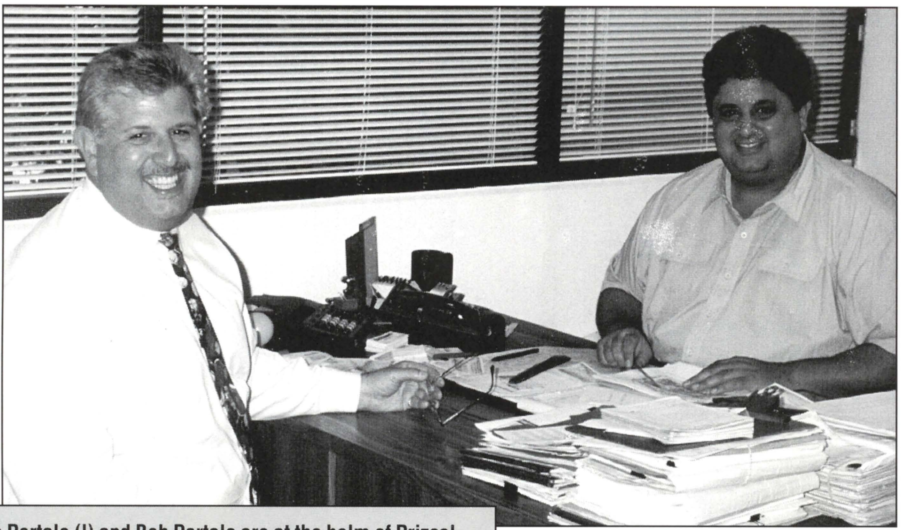

Tom Portale (l) and Bob Portale are at the helm of Prizes!

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Ron Phillips of retail sales holds the new Muppets sports figures amid an assortment of Hutch Softee sports balls.

The Accounting Dept., seated: Annette Merriam (l) and Selina Matthews; standing: Mary Sanchez (l) and Paula Leonard.

## HISTORY

Tom and Bob had established West Coast Amusement in 1979. Prior to that time they had worked with their dad Bob, who started in the coin machine business at Advanced Automatic in San Francisco. The senior Portale opened his own distributorship in Los Angeles in 1964—Portale Automatic Sales. After he passed away in 1977 his partners Hugh and Bert Betti became active in the business and eventually bought out the Portale family. That entity became the Betson Pacific of today.

Now Prizes! is poised to move into larger quarters for the third time with well over 20,000 square feet of space at its disposal, still side by side with the ever-expanding West Coast Amusement.

That "street awareness" gleaned from their tenure as route operators helped Tom and Bob get started in the new venture. They understood the importance of quality product and service, and they could see for themselves what worked in cranes and what didn't.

When cranes hit the scene with a splash in 1985-86 Tom and Bob added some to their route. "We weren't sure of their longevity," said Tom. "We hoped to get three to six months out of them. Instantly, we saw their popularity; the machines were doing phenomenal business."

Tom and Bob attended merchandise shows to find different and unique crane prizes beyond what was available from existing suppliers. Before long their friends with cranes began calling them for advice and merchandise. "We started selling them our bags of plush and that led to more and more calls," explained Tom. "It just naturally evolved into a full-time business."

The Portales operate more cranes today than ever before along with videos, jukeboxes, pinballs, redemption games, and sticker and egg machines. In fact, a lot of their original cranes are still on location. Said Tom: "Cranes have been an extremely reliable revenue source. They peaked somewhat in the late '80s but have been steady since then."

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## Five key points of crane operations

1. Merchandise the product properly: display it and set the prizes so customers can see the faces.

2. Maintain the appearance of the equipment: keep it clean (a dirty machine is not in the best interest of anyone).

3. Keep the equipment in good repair: make sure it operates correctly.

4. Stock good quality items and change them on a weekly basis. More professional operators order more expensive product.

5. Repeat play is generated through customers who win. If they can't win they won't try again. Percentage machines properly.

## CRANE OPERATIONS

When asked about the highs and lows of crane operations over the years, Tom commented: "We have not seen these fluctuations. What we have seen is continued popularity. The highs and lows are relative to video games. When videos and pinballs are very popular, cranes get pushed into the background and out of the thought process of operators. When those games are not as popular, cranes come back in favor. Where you might have seen a decline in cranes, it was not due to the machines themselves but the manner of operation."

Tom feels that some of the early problems came from approaching cranes with the same mindset as the games operator of the '80s: put in the machine and come back to collect money or repair it. "Crane operators must keep coming back to clean the machine, add more prizes, and arrange them in an attractive fashion," he remarked. "Professional crane operators are professional merchandisers at this point in time."

He referenced such companies as Mission Crane and Sugarloaf Creations as professional crane operations, companies that are not involved in other amusements but concentrate only on cranes.

According to Tom, the success of cranes depends on merchandise, merchandise, merchandise. "The most successful crane operators treat each crane as a miniature retail store window," he said. "They dress up the window to maximize interest from the paying public."

And what about those players? Said Tom: "At first they played for the thrill of the win. Then they became merchandise-driven. It is the crane operator's challenge to continue putting enticing product into the machines."

## THE PRIZES

While items come and go, Tom sees plush as the most enduring type of prize for cranes—bright, colorful, and good quality plush. He cites licensed Looney Tunes characters and sports items among outstanding prizes.

Any all-time favorite prizes? His eyes practically mist over when he recalls the California Raisins craze back in the late '80s. There was an inordinate demand for plush, poseable plastic figures—anything with the famous characters from the TV commercials.

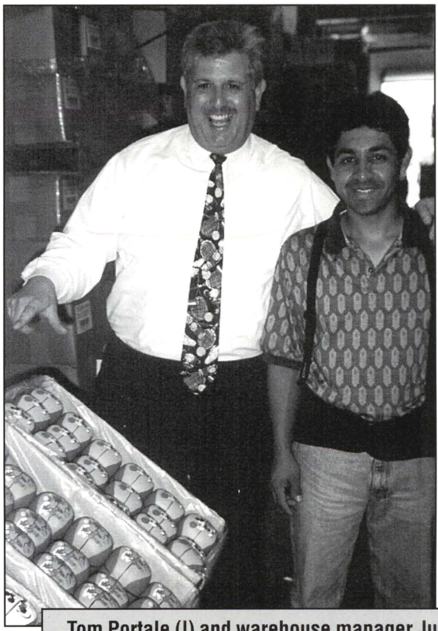
"We feel we've been particularly innovative over the years bringing new products to crane operators," said Tom. "We brought out Star Cap Packs (licensed sports hats shrink-wrapped) along with a crane specially modified to handle the Star Caps.

Next, Prizes! became the national bulk distributor for Hutch Softee sports balls. Tom characterized them as "sensational" and "at a price point where they can be successful for crane operators." They do well in sports bars and family-oriented pizza parlors that cater to kids' baseball and soccer teams. He added, "Softee sports balls alone in a crane have generated revenue increases anywhere from 200 to 300 percent."

Softee sports balls are considered ideal for just about any location. Tom mentioned that with the upcoming football season Prizes! offers Softee footballs emblazoned with the names of most major college teams as well as all the NFL teams. Also available are Softee MLB baseballs and NBA basketballs to cover every sports season.

Prizes! obtains most of its merchandise from China. The company offers a wide variety of crane merchandise as well as prizes geared toward redemption counters, from its popular $1 average mix to bigger plush and all points in between. In addition, Prizes! scours the country for retail closeouts for their customers and their own locations.

Tom advises crane operators to



**Tom Portale (l) and warehouse manager Julian Delgado check on a shipment of Softee NBA basketballs.**

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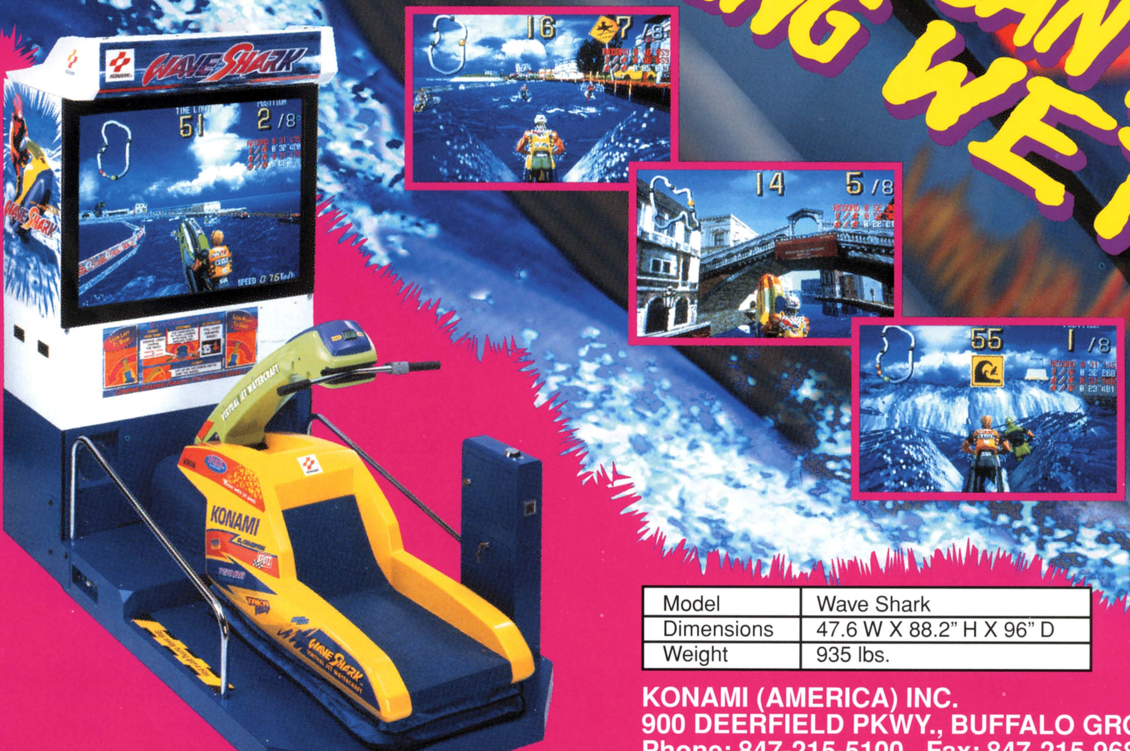

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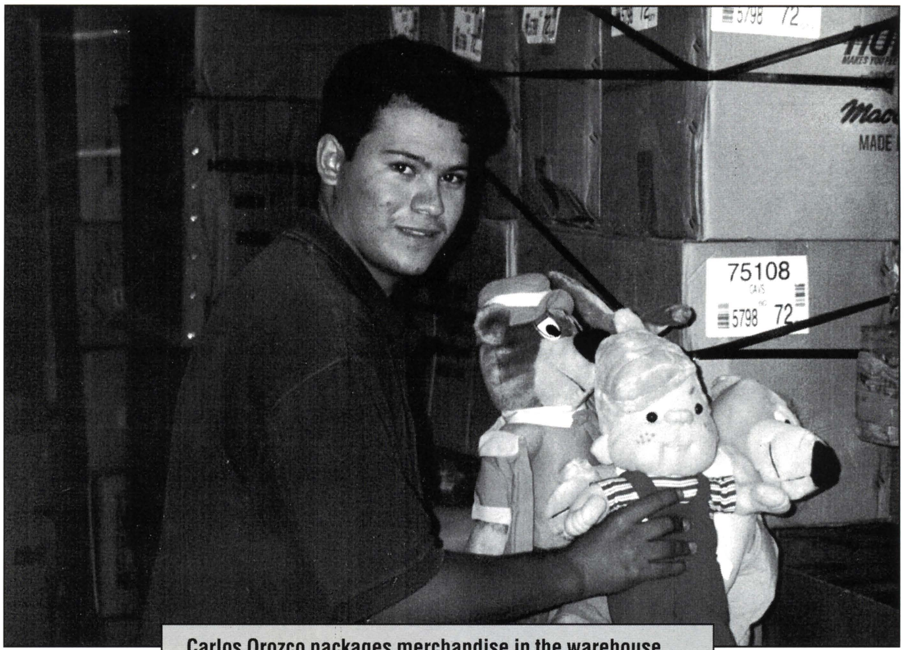
keep up with whatever is popular in the retail environment, such as hot movies that spawn a marketing blitz of crane- and redemption-appropriate items. There is no guarantee on the duration of popularity however, and because of this Tom takes a philosophical approach: "Every item has a life, some have a longer life than others."

Along the lines of innovation, sister company West Coast Amusement has introduced redemption in street operations such as family pizza parlors where it has met with great success. The stores take in the tickets and dispense merchandise from a small redemption counter. The number of games depend on the size of the store. "Interestingly enough," said Tom, "we took in the same video revenue with fewer games (moved to make room for the redemption pieces), and the redemption revenue brought the total location revenue up."

Was redemption an easy sell? "In general the proprietors are open to it; they recognize it as an opportunity to bring more money into their store."



**Carlos Orozco packages merchandise in the warehouse.**

The merchandise business can be a swinging door. Said Tom: "New people are always coming into the business and others are going out. It is capitalism at its finest—the marketplace dictates success. If you don't do your homework you will lose your business. You must know how to run your business properly."

Tom and Bob point to an able staff for the continuing success of both Prizes! and West Coast Amusement. At Prizes! that includes sales manager Rod Akers and sales representatives Mickie Priess, Karin Raymond, and Abraham Lee. Prizes! and West Coast Amusement together have a staff of 33 employees.

Prizes! has been a long-standing exhibitor at both the AMOA Expo and ACME shows and also displays merchandise at the National Sporting Goods Expo and the Atlanta Super Show.

We asked Tom to take out his crystal ball, look into the future, and make an educated guess about the crane operations of tomorrow:

"I see continued growth in the jumbo crane market. The public has accepted 50-cent play for cranes, which means the crane operator can provide a much nicer toy at this price. The public can see the higher perceived value of what they are playing for.

"Keep in mind: what the public wants to buy in a store is what it wants to win in a crane. The more successful operators use more licensed product. They understand that they will do better with better merchandise."

Congratulations to Tom, Bob, and the rest of the Prizes! staff for completing 10 years of service to the industry. ▲

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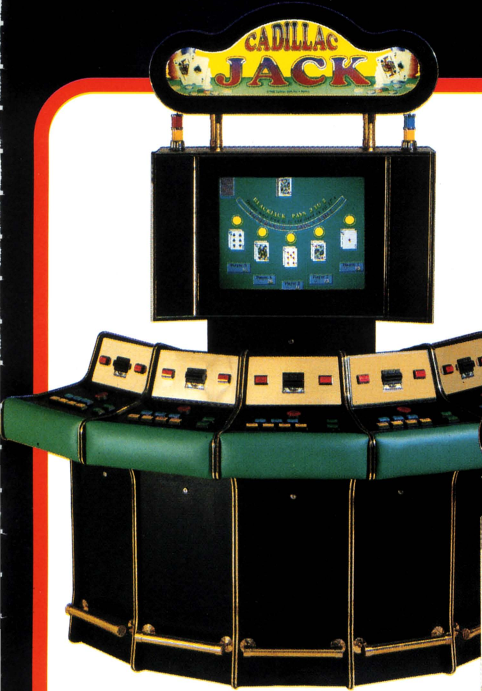

**DELUXE 5-PLAYER**
Total dimensions:
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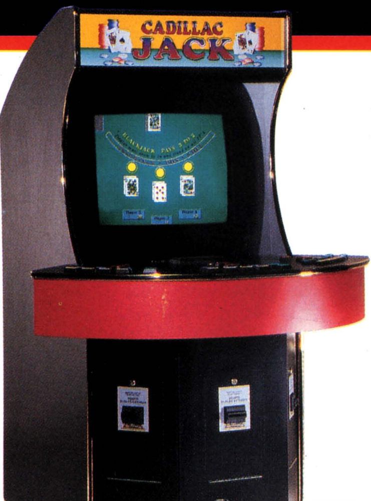

**3-PLAYER STREET-1**
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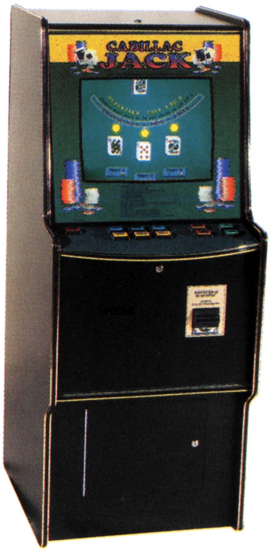
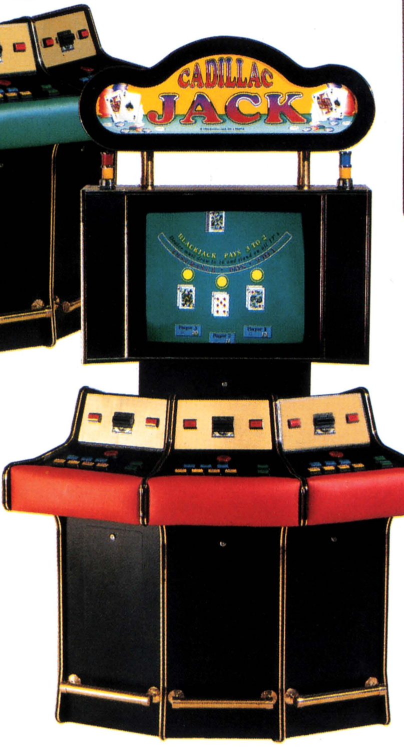


**ONE PLAYER**
Total dimensions:
25"w x 30"d x 60"h



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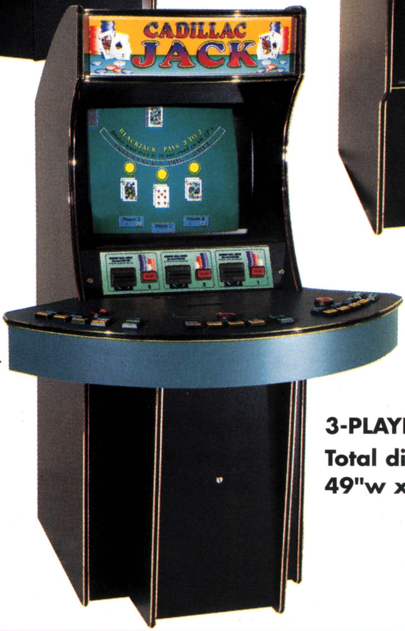
Total dimensions: 62"w x 82" x *75"h

*Deluxe marquee extra 18" - 24"h



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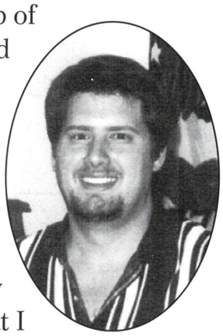
# Q&A

# What do you think about digitally downloaded music and its future possibilities?

**Todd Hibbs**
**TNT Amusements**
**Madison, Tenn.**



Right off the top of my head, and based on my first impressions, it doesn't flip my switch. I have so many different types of locations asking for so many kinds of music that I find it hard to believe that one company could program all the variations of songs I'd require.

I'm always a little leery. In fact, I'm a little leery of anything new. I'd rather see it tested and proven before I'd take a chance. Of course, I've taken chances before and had them work out, but operators today just can't be too careful. With the cost of equipment as high as it is, I know I've thought long and hard about what to buy. I only use NSM boxes now and I'm very happy with them. It would take something pretty powerful to make me change.

Another important point is that we are service oriented. I focus so much on service that I think it's what separates me from my competitors. When one of my customers has a game down, I want him to see a smiling face in his doorway in the minimum time. If someone is going to change the way we provide music, he will have to do it so that it is indistinguishable to my customers. I don't want them thinking that they don't need me anymore.

The bottom line is that I don't see that it will replace the way we provide music to our clients. I don't see the advantage. Of course, if someone showed me where I could provide better service to my customers and increase my revenues at the same time, I'd certainly give it another look.

**Jim Hayes**
**Gem Music Co.**
**Dayton, Ohio**

I think it's the future but I just don't know how far in the future. That's the $64,000 question right now. There are quite a few companies working on a system and I'm sure most of the major jukebox companies are working on something. In fact, NSM has stated that its current boxes can be adapted.

This isn't a brand new idea. Mike Leonard demonstrated a system over five years ago that used a regular computer. Of course, that was when even a 386 computer was fairly expensive.

I've heard other operators asking some very good questions and haven't heard the answers that would make me think that my business will change overnight. The technology to make it practical is still raw and some things will have to change. I can't say I wouldn't like maintaining a library here at Gem on which I'd pay royalties and download my jukeboxes from my computer.

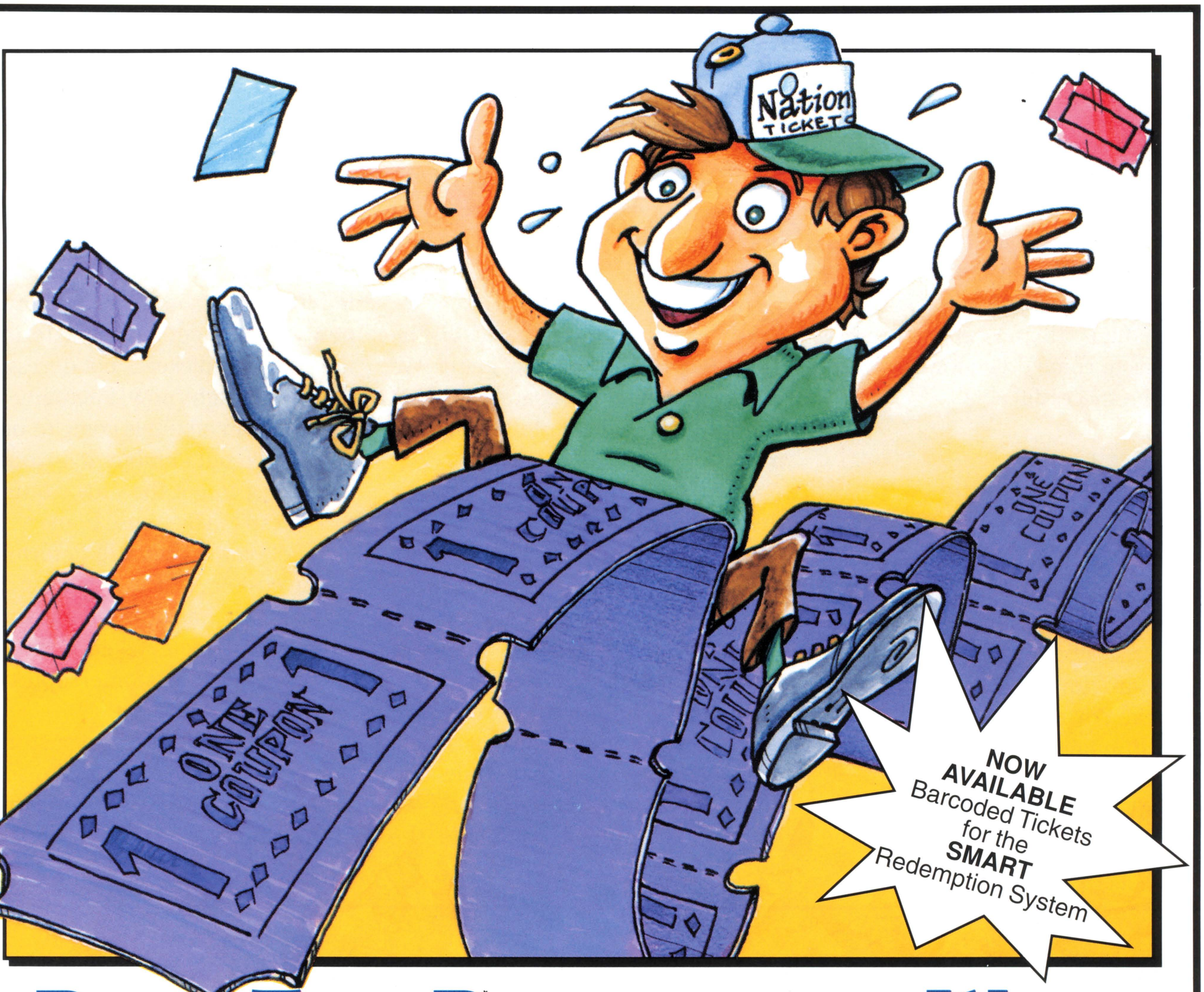
While the compression technology has advanced and companies are discussing things like satellite downloading, there are still more glitches than answers.

It certainly may be viable for the future but technology will need to catch up. A friend of mine is in the business of wiring homes and businesses for the future. He said there are so many ideas out there that haven't been offered to the public because the wiring has not been updated. There are companies that are rewiring America, and when that is done I think we'll see things we can't even imagine right now.

An example I can think of right away is the 28.8 modem. It's fast, but it's only a small blip as far as what can get done.

**Lee Wesson**
**Peachtree Music**
**Keyser, W. Va.**

In order for us to continue to operate jukeboxes, the cost of the music that we're selling has to be reduced by not having to buy complete recordings such as complete CDs. That's because the income per jukebox per



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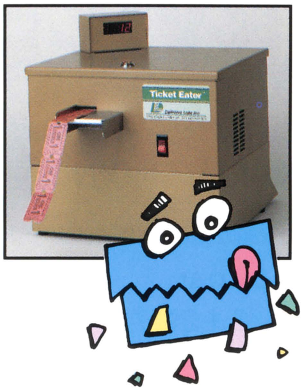

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location has steadily decreased in the last five years.

Due to the new technologies available there's a better opportunity for the operator to get a larger portion of the cashbox. The negative side is that in these new technologies the cost of the media is still too expensive. This cost has to come down for the operator to be successful.

**Ben Larsen**
**Larsen Coin Machine Inc.**
**Sturgeon Bay, Wis.**

New technology is going to have to really impress a lot of people across the board for it to stick. I'm not too threatened by new technology until it becomes really big.

Some people in the industry have just gotten their feet firmly planted in CD jukeboxes and are not ready to get into another type of jukebox right now. It is going to be hard to convince them that this is a sure bet, a solid investment.

A CD jukebox was basically the same as a 45 jukebox only better. We had something to compare it to. That will be hard with a totally new format.

It will be difficult to compete with the simplicity of the jukebox. The people who are playing jukeboxes are not high-tech. We can't make it too complicated or we could alienate our own market. The method of accessing the music has to be kept simple.

I have the full spectrum of ages in my jukebox locations. I program them safe, meaning music that adults and younger people can listen to and enjoy. For example, Hootie and the Blowfish is a group popular enough for many ages.

My experience is that customers don't recognize all the new music. Putting cutting-edge material on the jukebox doesn't make it more profitable. Oldies sometime outplay the new titles. To get newer material on the jukebox quicker is not necessarily a problem right now. I actually wait and see if an album is going to be big before I go out and buy it. I wouldn't buy it just to get the music quicker; that doesn't make sense to me.

Jukebox music is still determined by the customers. Everyone can complain about background music because one person picked it, but with jukeboxes the customers pick the songs.

It is important that customers don't get the wrong music, something not appropriate for the crowd at the time.

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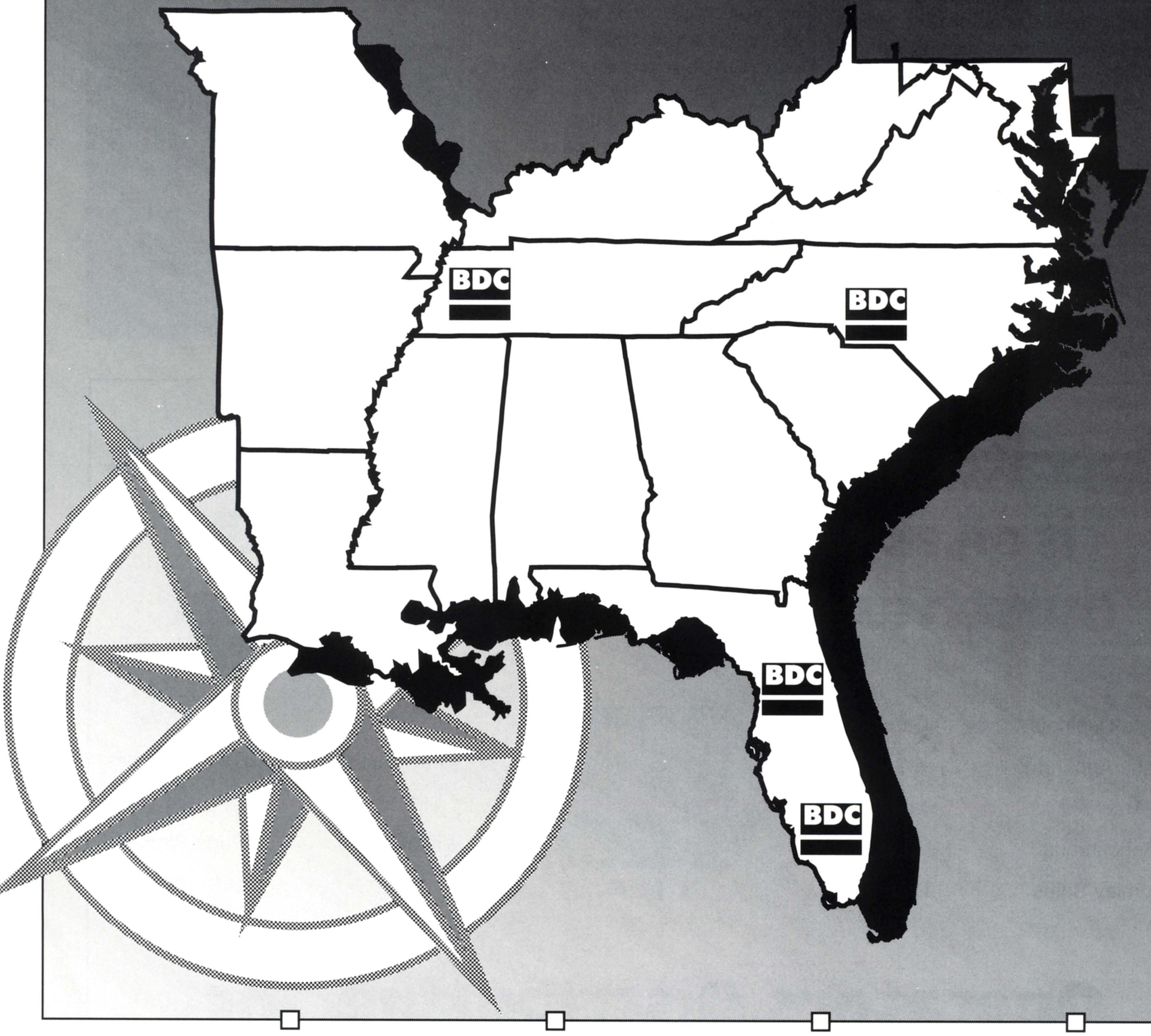

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**Mike Leonard**
**Coin-Op Specialists**
**Adrian, Mich.**

It's not a good possibility yet, although I think it is coming. Technology-wise, there have to be more advances. As far as operators are concerned, eventually downloading music will be a way of life for us.

The key is, does it make economic sense? So far we haven't seen anything that makes economic sense. I have worked on the concept of a digitally manufactured jukebox without discs or vinyl. I've stayed abreast of what's available and am still working on a product but it's not finished yet.

We're in stages of this digital process. Some people are using off-the-shelf components to introduce the concept. If it's a Pentium computer it's not a jukebox; it's a Pentium computer even if it acts and looks like a jukebox. Operators can tell if it's not a jukebox. Someone will have to bring it down to its simplest denominator and specifically build a jukebox.

Operators are interested in new jukebox technology because the window of placement for traditional jukeboxes is narrowing. A lot of taverns are going to different ways of providing music. We need a broader based product line in the music venue. There are all kinds of free music out there and we have no way to capture that.

We're giving our customers less for more—less music for more money. That's been our model in the jukebox market while the model nationally is to give more product for less money. We've done just the opposite. The idea is, you put in a CD jukebox and give fewer songs for more money.

What you see in the consumer market is the perception of more value for less money. That's why our market is shrinking. We're caught in a tough spot right now because we haven't developed the product lines to give our customers more value for less money.

We're in a technology-based industry. Look what computers cost today compared to yesterday. When there is a perceived value, that's when the consumer starts buying your product. It's all about perceived value. ▲

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MANAGEMENT

# So Ya Wanna Buy A Business, Do Ya?

CHANNING HAYDEN

In the June issue of Play Meter, we looked at how to value a business. This month we'll examine other important aspects of the decision to buy a company.

While the June article (and this month's, too) approaches the issue from the buyer's point of view, the insight into the buyer's mind-set should be valuable for anyone who might now, or in the future, sell their business. It's a good idea for both the buyer and seller to know the process is a long and hard one, and most often a big pain in the neck. However, you wouldn't buy a house without a roof inspection, title examination, checking the neighborhood, looking at nearby schools, etc. The same applies to buying a business.

In fact, it's even harder and more complicated to buy a business. A house is can be seen and touched; much of a business cannot. Sure, there are bricks and mortar that can be inspected for leaks and termites just like a house. A business has more intangibles though, like customer good will and franchise agreements. Just like a house's intangibles must be researched (the title, for example), the same must be done when buying a business. Because a business has a lot more, the process is much harder.

## What am I doing here?

If you're considering buying a business, the first question to ask yourself is, "Why?" What are your motives? Are you tired of working for other people and want to be your own boss? Fed up with taking orders? Disgusted with corporate politics and infighting? If the answer to any of those questions is, "Yes," don't buy a business!

Sorry, folks, those problems don't go away just because you're working for yourself. Let's take being your own boss. No matter who you are or what company you own, you always, always, always have a boss—someone who can tell you what to do and make it stick. For a business owner, your customers are your bosses. And there are so many of them (at least, that's what you hope). Or maybe it's the other way around. You only have one or two major accounts and when they say, "Frog," you ask, "How high?" (praying they both don't want you at different heights at the same time).

Want more bosses? How about the institution(s) that financed the purchase of your company. Or your stockholders, if that's how you raised capital. Imagine your in-laws telling you how to run the business you thought was yours!

What about creditors? They're bosses, too. Donald Trump's creditors put him on an allowance—$300,000 or $400,000 a month, if I remember correctly. (We should all be so lucky!) Still, it limited what he could do, and limiting is the very essence of bossing.

The list goes on and on, just use your imagination. So much for being your own boss.

Now about not taking orders. With all those bosses around, do you really think there won't be any orders? Bossing people around is what makes a boss so bossy.

As for corporate politics, guess who has to solve the feuds.

## Why go into business for myself?

For a Type A personality like me, only one good reason exists for setting out on your own: To become filthy rich. (You Type Bs may disagree, but, like a true Type A, I think you're wrong.) If becoming rich is not your true motivation (even if you never say it out loud) don't go into business for yourself. Only the anticipation of grand rewards will be sufficient to get you through the tough times, and there will definitely be tough times!

Once your motivation is clear, focus on what's the right business for you. The best advice here is to stick with what you know and enjoy. Find something you'd do for free, then figure out a way to earn a lot of money doing it. Simply put, only buy a business if it's something you love and has the potential of making you rich.

If for some reason (and it better be a good one) you're interested in a business outside your area of expertise, be sure key employees will stay on after the change in ownership, or that the needed know-how can be hired.

When you decide to take the plunge, that's when the work really begins. Most business owners work between 60 and 80 hours a week. If you're going to work that hard after you buy a business, may as well start putting in that much time finding the right one. Here's a checklist of some things to look for.

SPECIAL NOTE: Some of the following material may not apply to buying a route, arcade, or fun center, but I have to include it. If I skip any of these details, with my luck, someone out there will write my editor and tell her how dumb I am (I've managed to keep that fact a secret, so far). So bare with me, some of this stuff may come in handy sometime in the future.

## General information

Once you've targeted a company or two to buy, find out all you can about the industry in general. What's been the trend in industry sales and profitability? How many new companies have entered the industry recently? Have many closed their doors?

Industry information can be obtained from the business section of your local library and, usually, from the industry trade association and trade publications. Don't forget the Small Business Administration as a potential source of industry data. The Service Corps of Retired Executives (SCORE) and the SBA's Small Business Development Centers (SBDC) may be able to provide you with much of the general industry details you need. Another source of data is stock market analysts. Check your friendly, neighborhood full service broker to get his latest poop on the industry you've selected.

If the news about the industry is good, press on. Learn about the company(s) in which you're interested. Why and how was it started? How has it evolved? What past challenges and opportunities shaped it into what it is today? How does present management win customers and serve them? How does the company produce, finance, market, and sell its product or service?

If this sounds like a lot of work, it is. And it's just the beginning. You might get married after a whirlwind courtship and a simple blood test, but I don't recommend you buy a business like that. (Come to think of it, I don't recommend you get married like that either.)

> ***"Only one good reason exists for setting out on your own: To become filthy rich."***

Assuming your target company still looks good after the preliminaries, here's how to get down to the nuts and bolts.

## Financial review

Make sure all financial statements have been prepared by a Certified Public Accountant and conform to Generally Accepted Accounting Practices (GAAP). If not, have a CPA examine the books and adjust them to GAAP standards.

Once the financial statements are "GAAPed," start your review with the balance sheet. Obtain a schedule of accounts receivable, accounts payable, accrued liabilities, and notes and mortgages payable. With these lists in hand, here are a few things to find out about each.

**Accounts Receivable** - Evaluate the target company's credit policy and age the accounts. If receivables are concentrated among a few customers, obtain a Dun & Bradstreet report on the accounts that owe the target company significant amounts. No need to buy a company and have its major debtors go belly up a few weeks after the sale.

Investigate all overdue receivables and determine if any amounts are in dispute. How will those controversies likely be settled, and how will the settlements affect the receivables balance? What percentage of receivables will likely be written off, and is the current reserve for bad debts sufficient? How was the bad debit reserve established in the first place?

**Accounts Payable** - Age the target company's payable just as you did the receivables. It's important to know the target's trade credit rating. Just for insurance, get a D&B on the target company.

Are any payables in dispute? If so, why? Review the transactions underlying all payables for undisclosed and contingent liabilities.

**Accrued Liabilities** - From an accounting point of view, how are such things as unpaid wages, accrued vacation and sick leave, payroll and income taxes payable, etc. handled? Your accountant can help find land mines here.

**Notes and Mortgages Payable** - Identify the reason for each indebtedness, its terms and payment schedule. If you buy the target company, will the note or mortgage accelerate? Do the notes and mortgages have prepayment penalties? How will current notes and mortgages affect your ability to use company assets to leverage your buyout?

Calculate the target company's operating ratios such as the current and quick ratios, inventory turnover, etc., for the past three to five years and compare them to industry averages. (See the February 1994, issues of Play Meter for a detailed explanation of these ratios, how they're calculated and how to use them.) Note the trends in the ratios to see if the target company's operation has gotten better or worse.

Now for the income statement. Review the profit and loss statements for the past three to five years and confirm the information against the target company's state and federal tax returns. No tax returns, no deal. Something fishy is going on.

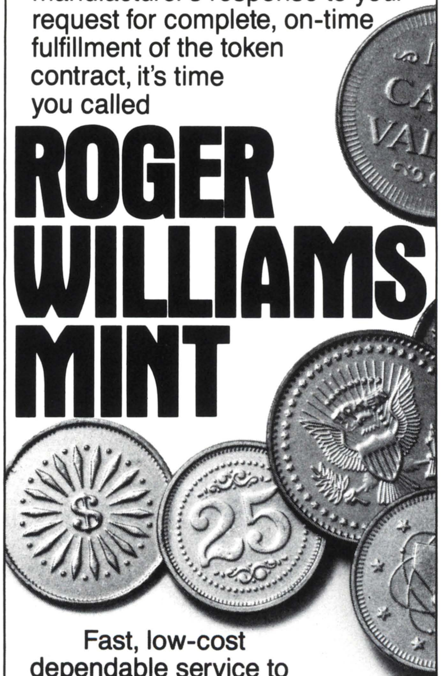
In reviewing expenses, be sure to identify non-recurring expenses that will not affect the bottom line in the future. Look for the opposite, too—extraordinary future expenses (a balloon payment, for example) that may cut unexpectedly into profits or cash flow.

Do a cash flow analysis over the same three to five years. How were negative cash balances handled in the past? Did the owner inject more equity capital or acquire more debt?

Obtain copies of all budgets: marketing, capital improvement, cash, etc. Review them for accuracy and reasonableness. If the owner has not prepared budgets, you should do so to determine what problems you may face over the first three years after you buy the business.

Prepare pro forma income statements for the next three years to flush out hidden problems. You'll also need them for your loan package if you seek non-seller financing for all or part of the purchase price.

Looking solely at after-tax income may not be the best measure of the target company's earning power. Include the owner's salary and benefits (especially expense accounts and other perks like cars, trips, etc.). How do these compare to the salary and benefits a well-qualified manager would be paid to do the owners job? Will the salary and benefits of the owner, along with the net income of the business, provide the lifestyle to which you would like to become accustomed?



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## Physical assets

This includes inventory, marketable securities, real estate, rides, games, and furniture and fixtures. For each asset class, get a list of what's owned by the target company and compare it to a physical inventory of the asset. You want no surprises here. Don't assume, for example, that all the equipment you see is owned by the target company, only to find out after the sale that it's leased.

Determine the age and physical condition of all assets and compare their fair market values (an outside appraisal may be necessary) to book values, making appropriate adjustments.

Here are some special considerations for the various types of assets.

**Inventory** - Get physical counts by category: supplies, raw materials, work in process, and finished goods. How much is damaged, spoiled, or obsolete, and what is its value? At what value is damaged, spoiled, and obsolete inventory carried on the books? If you bought the company immediately, is there enough inventory to run the business and for how long? What inventory valuation method (LIFO, FIFO, etc.) is being used and why?

If you're buying a retail or wholesale establishment, has new inventory been ordered? If so, what is it in terms of style, price points, and season?

**Investments and Marketable Securities** - Are there any restrictions on these assets, e.g., have any been pledged as collateral on a loan?

**Real Estate** - Review insurance coverages to determine if they are adequate? What repairs or improvements are necessary? Does the principal(s) of the target company have any financial interest in the company(s) that maintains the real estate? (While you're at it, check the financial interests of the principal(s) in any entity that does business with the target company.) Is owning this real estate necessary for the company to operate? If not, this may be a source of leverage in buying the business, or you may wish to exclude it from the sale. How is the real estate financed and are any mortgages assumable? Does the target company own enough real estate to adequately operate?

If the real estate, either owned or leased by the target company, is necessary to operate the business, is it in the right location? Is it close to the physical distribution system (highways, railroads, etc.), if that's a consideration? If the target company is an arcade, location is everything. Is it located where you would put such an operation?

Machinery, Equipment, Rides, Games, Furniture and Fixtures - What's obsolete and what's state-of-the-art? What will it cost you, the new owner, to repair or replace worn or obsolete assets? Does the machinery and equipment comply with EPA, OSHA and other regulations? If not, what is the cost of compliance? Are the rides and games "hot" or are they first-generation video arcade games which your customers may ignore?

## Legal issues

While arguably some of the matters discussed below are not strictly legal, there are enough legal overtones in each to require competent legal counsel if problems or questions arise. (If the business you are evaluating is a franchise, in addition to the areas noted below, the franchise agreement must be thoroughly studied.)

**Patents** - Obtain a list of all trade names, trademarks, logos, copyrights, and patents. The list should note the time remaining before each expires.

**Leases** - Obtain a list of all leases on equipment, games, rides, vehicles, buildings, etc., noting the remaining term on each. Review each lease to determine:

- Options and who, the lessor or lessee, has the right to exercise them;
- Base payments and additional fees, such as common area maintenance or business association dues;
- Maintenance responsibilities, e.g., who repairs the roof, the heating and air-conditioning system, etc.;
- Any scheduled increases in lease payments, for example, yearly Consumer Price Index adjustments;
- Assumption, subleasing and extension provisions; and,
- Any other provisions which increase or decrease the value of the target company or impact the new owner's ability to efficiently operate it.

> ***"Often it's very helpful for the current owner to stay on as a consultant to help smooth the bumps during transition."***

**Taxes** - Are all FICA, unemployment, franchise, and sales tax payments up to date, as well as state and federal income tax withholding? When was the last IRS audit, if any, and what was its outcome?

**Regulatory** - Are current federal, state and local regulations being met? For example: Federal and state EPA regulations, OSHA, state registration requirements and local zoning regulations.

**Miscellaneous** - Is the target company a plaintiff or defendant in a suit, or one that will begin soon? Are the target company's articles of incorporation, charter, and bylaws in order, and what do those documents tell you about the organization? If the target company is a corporation, what are the stock classes and restrictions, and has any been canceled or repurchased?

## Operational issues

**Personnel** - Obtain a list of employees, showing for each: background, tenure, skills, promotion history, job duties, salary history, benefits, perks (e.g., a company car), and employment contracts, if any. Determine who are the key employees and whether or not they will remain after the business is sold. Include the current owner in the list of key employees. Often it's very helpful for the current owner to stay on as a consultant to help smooth the bumps during transition.

**Markets** - After you assess the target company's competitive advantages and disadvantages, determine the following: Which of the target company's products or services are proprietary? Where is each in its life cycle (e.g., will it soon become obsolete)? What new products or services are in the incubator, and what are their projected sales? What is the target company's market area and penetration in that market? Who are the company's customers? Can current products or services (or those under development) be modified to fill other market niches? If so, what is the earnings potential and what will it cost?

Identify the competition, determine their market share, and assess their competitive advantages and disadvantages. Identifying the competition can be tricky. If you're buying an arcade, the competition is not just other arcades. It's anyone who competes for you customer's amusement dollars: movie theaters, video stores, restaurants, concerts, and anywhere else consumers spend their discretionary entertainment dollars. Be careful to identify all the target company's competition in its market area.

## Bringing it all together

So you've done your homework, now what? The evaluation process will develop both positive and negative factors weighing for or against the purchase of the business. Only you can balance all the pros and cons to determine if the target company is right for you. Your personal goals and objectives, abilities and skills will ultimately determine your decision, along with what you've learned about the target company.

It's okay to need help in making such an important decision. Seek out competent lawyers, accounts, and management consultants to help you. Don't forget the Small Business Administration and your local economic development district as good sources of no-cost or low cost advice. In fact, I

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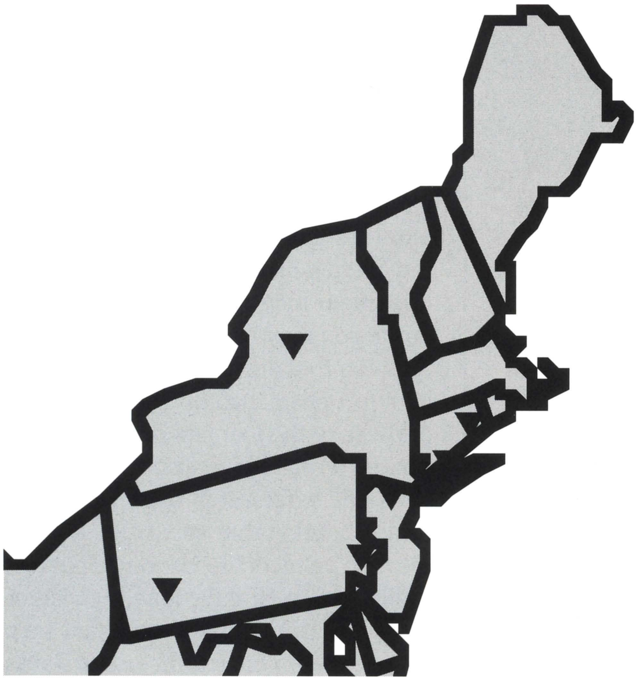

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encourage you to get as much professional help as possible.

As important as the above facts about the target company may be, the feel of the operation is just as significant. Digging up the facts may have given you the beginnings of a feel for the target company. Has the owner provided all the information requested? If not, why not? Does it feel like the owner has something to hide? While certain information might reasonably be withheld until a bona fide offer has been made, if vital data is being unreasonably withheld, perhaps you should run, not walk, to the nearest exit.

Another way to develop a better feel for the target company is to talk to employees and customers without the current owner(s) or management present. Talk to the competition. What do they all say about the target company? If possible, do business with the target company to learn more about it. This should be an "arm's length" transaction without the current ownership or staff knowing it's part of your evaluation. If you're too well known to pull off such a James Bond-like operation, enlist the help of a trusted and knowledgeable friend.

For example, if you're considering buying a particular family entertainment center, have a friend bring his kids there and report back to you. Listen to the kids, too. Theirs could be the most important feedback.

Ask your friend to watch the sales force to see how cash sales are handled. Does all the money make it into the cash drawer at the ticket window and concession stand, or does some go directly into the owner or employee's pocket? Does the owner dip into the register for lunch money? What do your friend and the kids think of the center's prices, quality, and selection? How courteous and well trained was the staff?

The answers to these and other questions should give you a good "feel" for the business to complement the "facts" discussed above. Put them together in making your ultimate decision.

## Financing

Most business sales (especially the sale of small businesses) are owner financed, with the buyer responsible for a down payment and future working capital needs. Though there are valid reasons for the current owner not to finance the purchase, such reluctance should set off bells and whistles. Why does the current owner want to take the money and get out of Dodge? The current owner should be strongly motivated to finance the business, especially if it means getting his or her price. While the lack of seller financing shouldn't necessarily be a deal-breaker, question the motives and review the facts you developed about the business to make sure the operations is not a lemonade stand in disguise.

When the down payment and working capital are more than the buyer's personal finances can afford, outside financing is needed. If so, be prepared to turn all the facts you've gathered about the target company into an encyclopedic business plan for the lending institution. Without such a document included in your loan proposal, you may find lenders scarce. (In addition to a dctailed business plan, a loan proposal usually includes: the purpose of the loan, amount required, desired term, repayment schedule, and personal collateral in the form of real estate, marketable securities and/or the cash value of life insurance policies available to secure the loan.) For larger loans, liens on the business' assets may be required, restrictions on business activity may be set, and some institutions may demand an equity position in the business and a say in operations.

And you wanted to buy a business to be finished with bosses. Ha! ▲

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*Channing Hayden is a New Orleans businessman, writer and management instructor at Tulane University.*

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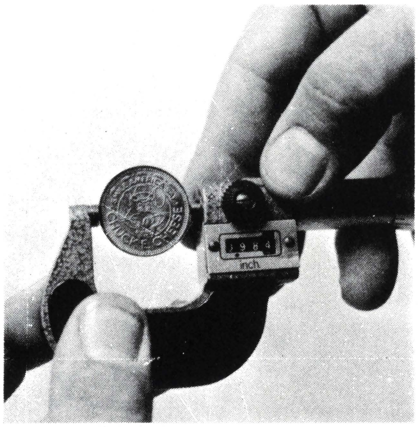

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# NEW FUN ARCADE redefines the traditional game room

FUN ARCADE
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The new Fun Arcade-Covington.

SPECIAL EDITION
SHOOT to WIN!
SHOOT to WIN!

Mark Boasberg (l) and Jack Boasberg by the *Shoot to Win! II Special Edition.*

*Nestled among the pine trees of Covington, La., is the 3,000-square-foot Fun Arcade—newest in the chain of game venues operated by New Orleans Novelty Co. of Metairie, La.*

BONNIE THEARD

Expect the unexpected when you stop at 2250 N. Hwy. 190 in Covington, La., a serene community in the Ozone Belt, the part of southern Louisiana blessed with pine forests and the mineral waters of Abita Springs.

The address is home to Fun Arcade-Covington, a 50-game facility that boasts the latest videos, pinballs, and cranes plus surprises such as the Total Touch Art Gallery, Hockey Rock, and the Snacketeria.

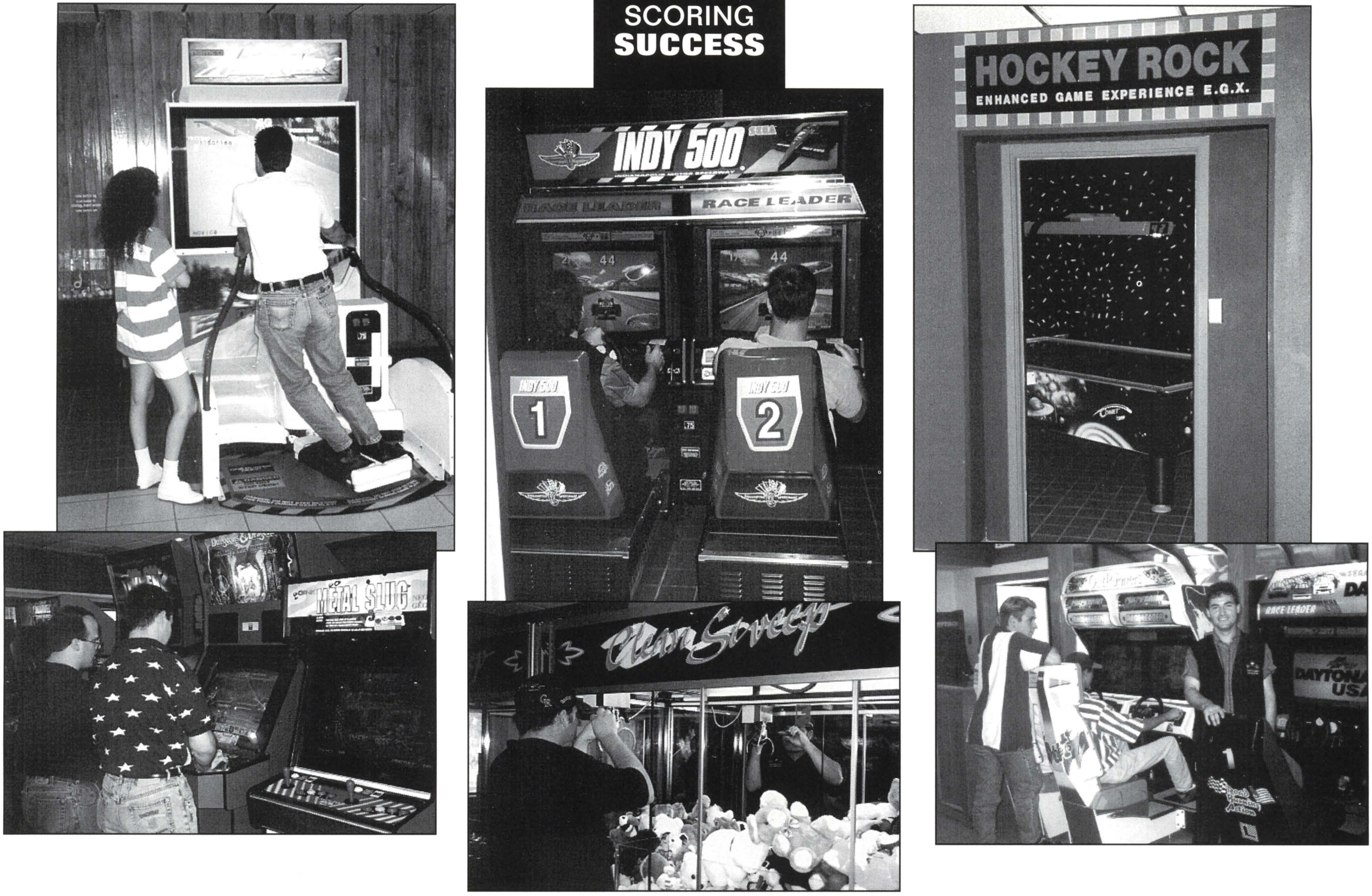
There's no question that while the abundant pine trees have improved the quality of the air, the Fun Arcade has improved the quality of the entertainment in the vicinity.

For years, New Orleans Novelty Co. president Jack Boasberg looked for the perfect location in the area. Covington and the nearby towns of Mandeville and Madisonville have been experiencing unprecedented population growth as New Orleans residents leave the city for the quieter life, more-for-your-money housing, and good public schools on the North Shore of Lake Pontchartrain.

In fact, most of the state's building permits are issued here in St. Tammany Parish (county). The 24-mile Causeway bridges the gap between New Orleans and these communities where a large number of young families have settled.

The Fun Arcade-Covington site was formerly a Rax restaurant and then a Kenny Rogers' Roasters restaurant before it was transformed into the well-planned game room that celebrated its grand opening June 6.

Boasberg, whose background in-



**top left: A player enjoys the interactive *Alpine Racer*. Top middle: *Indy 500 Twin* is housed in a separate room. Top right: Want to add excitement to air hockey? Try Hockey Rock E.G.X. (Enhanced Game Experience). Bottom left: All the latest videos are found at Fun Arcade-Covington. Bottom middle: New Orleans Novelty prides itself on the constant attention given to equipment. Here technician Philip Cannella replaces a part on a *Clean Sweep* crane. Bottom right: Manager John Krulisky by simulators *Daytona USA* and *OutRunners*.**

cludes a post at the Filmation animation studios in California, takes a creative approach to each new location. Past experience with buildings designed first as restaurants resulted in interesting floor layouts and novel use of otherwise odd spaces such as refrigerated lockers. These have been turned into specialty rooms that afford a New Orleans Novelty original: E.G.X. (Enhanced Game Experience).

One room is for Hockey Rock, where a *Comet* table hockey game is paired with a *Diamante* jukebox. The neon-splattered black walls complement the game's colors, and extra speakers on the jukebox provide a unique experience. The second room is home to an *Indy 500 Twin* equipped with surround sound plus added speakers in the game's seat.

It's all part of a plan to draw and keep players. "Things like this set us apart from what you get in home market products," said Boasberg. He is keenly aware of the competition for entertainment dollars, from other game rooms to movie theaters to home game systems.

Said Boasberg, "I'm breaking up the space architecturally to provide surprises, more than has been done in the past." One of those surprises is tables and chairs sprinkled around the interior to make it convenient for players to take a break or for parents to sit and enjoy a cool drink or even read.

That's "lagniappe"—southern for "a little extra."

The former kitchen is now a sports arena with games such as P*utting Challenge II, Shoot to Win! II Special Edition, NBA Hang Time, Peter Jacobsen's Golden Tee 3D Golf,* and *Run and Gun 2*. Three pinballs are close by (*Theatre of Magic, Attack from Mars,* and *Break Shot*).

While he loves pinballs, he admits that play is down: "Pinballs are a part of every arcade but we don't have as many as we used to. It's a unique game experience, something invented in this country and something we will always support. But pinballs appeal to an older player. In our local market legalized gaming has taken away older players. Young players want a more intense experience. A person who is intimidated by videos can play pinballs without having to know all the secret moves. With pinballs they can come in and instantly have fun."

Along the video line, Boasberg has grouped puzzle games together and has devoted a large amount of space to simulators. The emphasis appears to be away from competition fighting games, although the latest titles are represented.

Another surprise is the Total Touch Art Gallery, a collection of free games in the realm of kinetic art, building blocks, and a hands-on sketch pad that shows the customer's designs on a monitor. The Snacketeria offers a glass-front

GUMBALL GIZMO!

A mother and her sons are entertained as *Gumball Gizmo!* does its thing. To the left are cold drinks and a variety of munchies.

unit with lots of different munchies and a cold drink vendor with standard sodas and healthy fruit drinks.

Speaking of surprises, were there any surprises after the opening? "I was hoping to change my market base and that's been a real pleasant surprise," said Boasberg. "Our female clientele is up at this location, about 60 percent male and 40 percent female. I went all out to have things in here that appeal to the ladies."

Manager John Krulisky mentioned an interesting side benefit:

"With more young ladies the guys behave themselves more. Our puzzle games, cranes, and older games such as *OutRunners* appeal to the girls."

Security is a priority. Krulisky points to the four cameras inside the location that make all the customers feel safer, especially the parents. He said, "Parents read the house rules and want to know if it is a secure place for their kids."

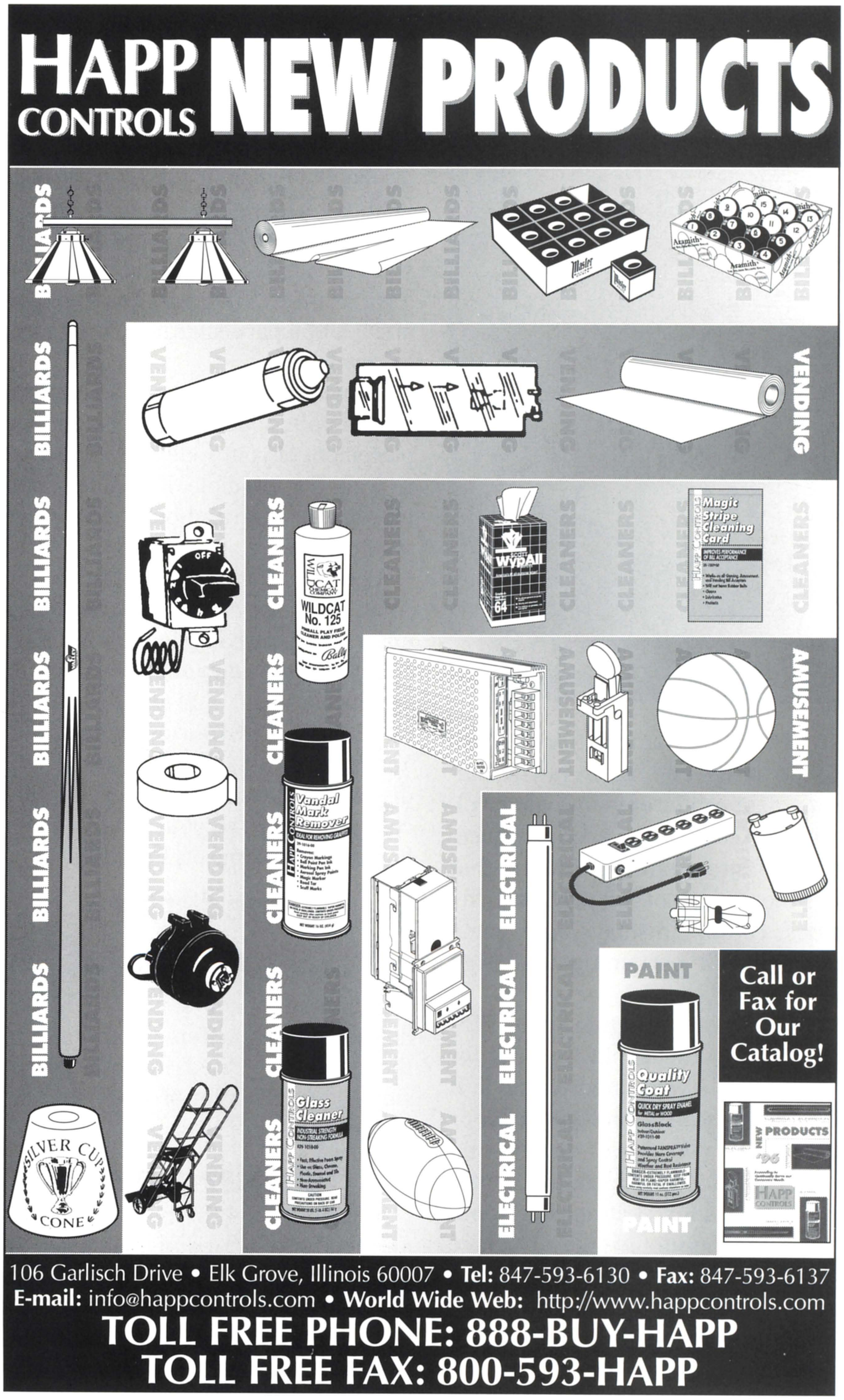
Attention to detail can be seen everywhere, even the rest rooms which often can be an afterthought. As an example, the ladies room boasts Monet-inspired graphics and flowers.

Company business manager Mark Boasberg stressed the importance of good personnel. "Conscientious managers such as John are an important part of our operation." The recommended daily regimen of cleaning games and quickly repairing games keeps them in the best shape and assures a good resale value. Adds Jack Boasberg: "We can repair any of our games anywhere within two hours."

Players comments are taken seriously, whether it pertains to merchandise in the cranes or snacks in the vending machines.

Boasberg has a suggestion for the changing times in coin-op: "Our industry needs a good strategy game such as Chess that would take more time and thought to play. I have the players but I don't have the right game for them. I think we could expand our market by adding cinematic effects and great graphics to games that would attract older players." He is following this thought by concentrating on more thought-provoking games in the company's university locations right now.

In the meantime, the Boasberg family has found a winning strategy for their game room operations like Fun Arcade-Covington. ▲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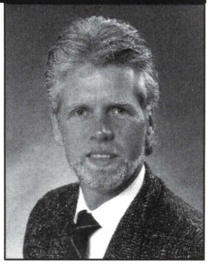
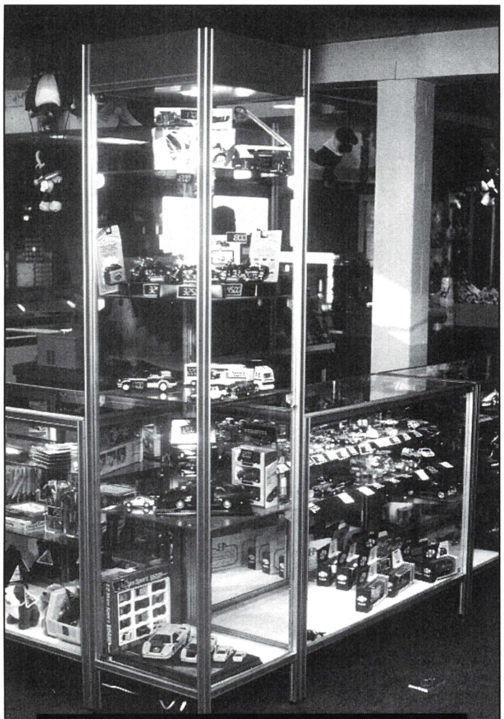


# Q: How do I lay out my redemption room?



This redemption counter at Happy House in Hampton Beach, N.H., is located right inside the main entrance.

A: There are many factors that go into the design and layout of your entertainment center or games area. Following are some ideas and actual scenarios of successful operations that cover the subjects of soft play, birthday parties, counter displays, and game placement—all pertaining to design and layout.

When you are designing your FEC or games area the display counter for your prizes is a very important tool. It will generate years of revenue at your location. If you have an existing counter (for food, or a control center for bowling lanes, skating rinks, pool rooms, etc.) you should take advantage of this space for your prizes and displays.

You already have employees in place to handle your customers so there is no additional employee cost. Consider adding 15 or 20 feet onto your existing counter for prize display. This visual showcase will catch your customers' attention and generate redemption sales.

## Prize counter

Your customers must see the prize display immediately as they enter your facility. I suggest you place it directly inside the main door so that customers will know right away what prizes you have to offer. They will quickly have an idea of a particular prize they want to play for.

Obviously, the size and configuration of your space plays a part in the placement of your redemption counter as well. For example, if you have two entrances, where should you place your counter?

Perhaps put it in the center of the room so it can be seen as customers enter. Or you can place your main counter just inside your highest traffic entrance and put only large, well-lighted showcases at your other entrance. You should utilize showcases only to display products offered; you still want customers to go to your main counter to redeem their tickets for prizes.

## Prize display

Consider placing showcases throughout your facility (secured and well-lighted, of course). This will also help generate excitement and add to the coins deposited in your games since your customer probably has his eye on an item or two.

## Birthday parties

If you plan to offer birthday parties, and this is to be one of your main attractions, you must offer plenty of seating. Your average party size is between eight and 15 people. Most of this business is done on weekends and everyone wants to book their party between 10 a.m and 6 p.m. Many parties will be going on at the same time, so this gives you a small window of opportunity to generate revenue.

If you have seating for 100 people (which sounds like plenty), you can only offer six or seven parties every two hours. Depending upon what you charge per child or group, this does not generate much income for your intended birthday party business.

STEVE MCCAUL

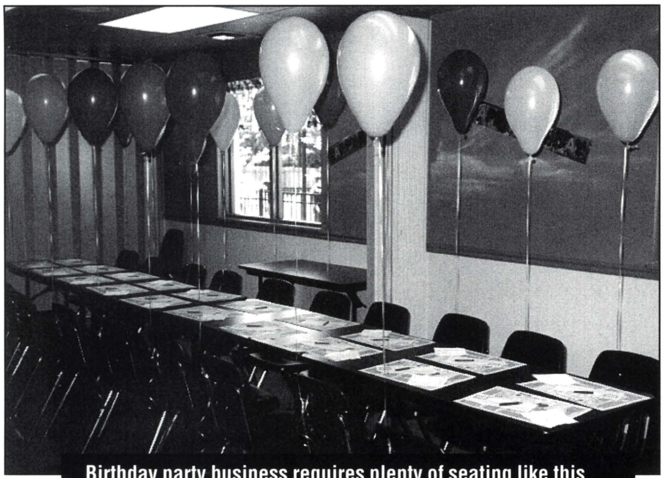
To run a successful birthday party business, you have to consider seating for at least 200 people. With this information in mind, the question comes up: "Where do I put the seating in my FEC?" The center of your location is ideal. You then have all your activities on the outer perimeter and parents will have a good vantage point from the center. Keep in mind that you don't want your games too far from your seating area.

As I mentioned, parents want to be able to keep an eye on their children...and they are holding the money. So, if the games are situated close to the seating area, Mom and Dad's interest will be captured and they will join in the fun and play along with the kids!

## Soft play

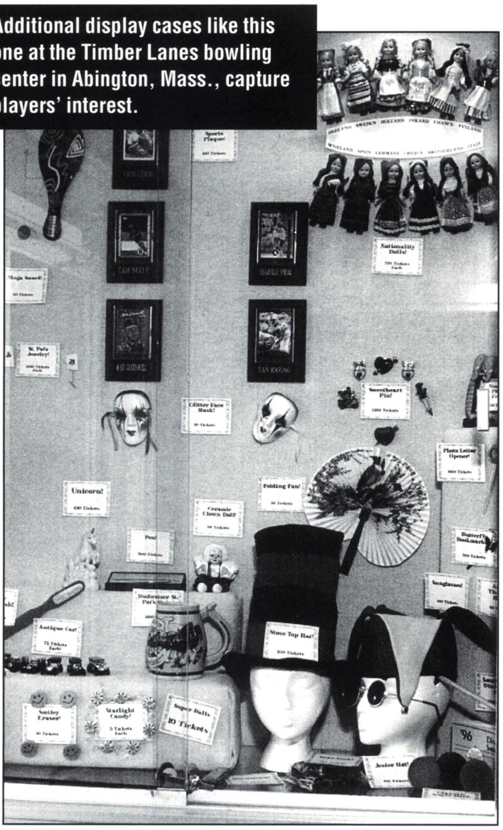
Soft play is still a good attraction for your location. It comes in any size you want and it can be your main attraction or something you offer on a smaller scale. When planning your soft play design, traffic flow must be a consideration. Planning now will save you many headaches later. Your soft play will generate a lot of activity so try to place it away from your prize counter or games area.

I should point out that you will have a high concentration of people at your



Birthday party business requires plenty of seating like this set-up at Putt-Putt Golf & Games in Mandeville, La.

The Playdazium at Skateland/Playdaze in Omaha, Neb., is in the center of the FEC. Parents can even walk underneath to check on their children.



Additional display cases like this one at the Timber Lanes bowling center in Abington, Mass., capture players' interest.

soft play area, prize counter, food court, and games area, so where you place them is very important.

A frequently asked question is: "Should I charge admission to my soft play area?" My answer is "Yes!"

To determine how much and for how long, this idea comes to mind: If you charge one set price for the entire day it is perceived as a good deal.

The child won't stay in that one area for the entire day because he will get tired and want to explore other activities in your location. The one price satisfies the parents, since they feel they've found a bargain with their dollars. Another good reason to charge admission is that if you give it away it could result in those customers taking valuable parking spaces from your paying customers.

## Game placement

Game placement has always been an important issue. With the strong family business you can generate with redemption games, I recommend placing these family-oriented pieces in the front of your room. In the center you can place the driving games and games that cater to both teenagers and families.

If you have the luxury of space, place the games you are targeting to teenagers in their own area or close to the back. The teens will find the hot games. Families will generally leave your location between 8 p.m. and 9 p.m. This is when the teenagers will come in to play. If you give them their own environment you will have the best of both worlds! ▲

---

*Steve is a consultant and redemption specialist with his own company, Global Coin Equipment Exchange, in Kingston, Mass., (617)585-8600; fax (617)585-8399. He can also be reached on the Internet (global@pcix.com).*

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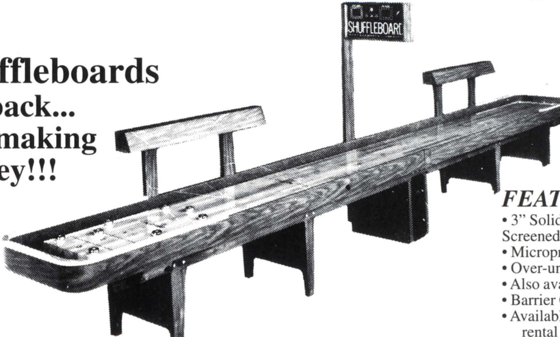

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# Tips on displaying YOUR PRIZES

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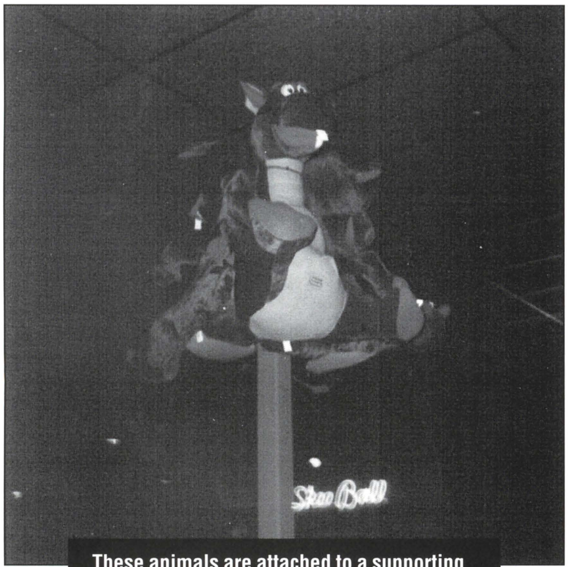
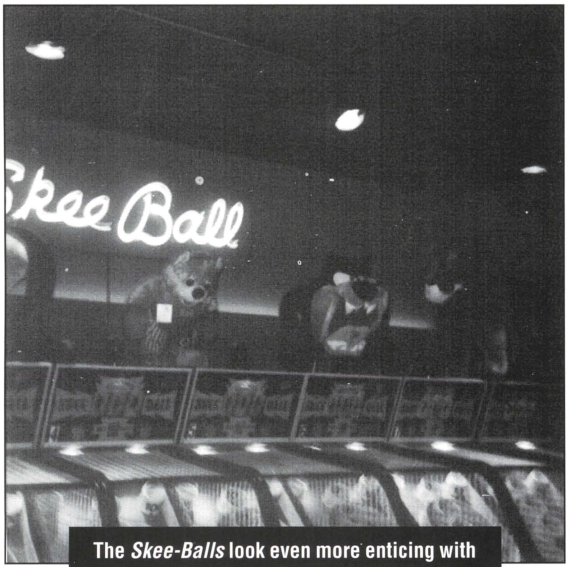


**These animals are attached to a supporting pole. It takes a little effort, but the effect is worth it.**



**The *Skee-Balls* look even more enticing with a few large stuffed animals "watching" the action!**

There is nothing as rewarding as seeing the look on a child's face while his parents carry a huge stuffed lion out of your family fun center's door. The child can't carry it, since the stuffed animal is bigger than he is!

It's a scene that is not seen often enough. You would probably like to stock your redemption counter and give away large stuffed toys, but you may be like many other FECs and are seriously lacking storage space.

Since you have no room to store the stuffed plush toys you shy away from offering them. But there is a way to solve this dilemma: use the entire game center as storage! You can put the really big stuffed animals on top of almost any game, adding to the carnival atmosphere. It makes your FEC look like a fun place to be. It keeps the merchandise fresh in your customers' minds since they're seeing it all over, not just at the counter.

Here are a few considerations if you decide to try it. First, make the plush easy to remove when someone wins it, but make it difficult to remove for theft.

OK, how can you do this? Use tie wraps, sometimes referred to as wire ties. The wire ties have a Tensile strength of over 100 pounds and come in white, black, and gray. They also come in various sizes and lengths. The wire ties I use are available at The Home Depot in the electrical department.

For the large plush like a lion, I use one 14-inch black tie wrap around the back legs and two more from the leg tie wrap to a one-inch screw eye I have screwed into the back top of the wooden game. To remove the stuffed animal simply cut the tie wraps with wire cutters or "dikes." Scissors will not work. Of course, be cautious not to accidentally cut the plush!

On the top of our eight *Skee-Ball* games, I installed five sets of screw eyes into the back edge, not on the top. The reason for mounting them in the back, is that they can accommodate a wider range of plush. Most of the larger plush will not stand up by itself, so attaching them to the screw eyes with tie wraps helps keep the plush upright!

Some of the games, like *Dinoscore* and *Grand Treasure Falls*, have metal tops and plastic backs. Since the game is large it's hard to pull away from the wall to retrieve the plush. To mount the plush atop these games, I mounted the screw eyes and the plush to a piece of 3/4-inch pressed wood about 12 inches by three inches. This size worked perfectly for three 22-inch Olympic style bears. The wood is large enough to deter theft.

We also have poles in our game room that hold up the building and are made of metal. Even though I was not sure we could mount plush on these poles, I finally found a way. Drill a mounting hole into the pole and use a self tapping screw to secure the tie wraps. After the tie wraps have been secured to the pole, you then can secure the plush.

I put three 48-inch dragons around one pole and five 22-inch whales around another pole. Since the ceiling height in our game center is 14-feet the dragons do hang down, but not low enough for customers to touch them.

Drilling the hole in the pole is a bit of effort, but once the stuffed animals are positioned around it you'll agree that it is worth the work.

Once you have the plush prizes positioned around your FEC, be sure to include "prices" so your customers will know how many tickets they need. Use large signs that can be seen from a distance.

You can stick the "price tags" to the plush itself with some thick double-stick tape—the tags will come off easily. Good luck and happy hanging ! If you have any questions, I can be reached at VICCO Electronics, (619)322-4000 or e-mail (TicketVic@Aol.com). ▲

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- ☐ 5. Ride Mgr.
- ☐ 6. Maintenance & Technical Mgr.
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- ☐ 4. Mini-Golf Equip./Design/Supplies
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- ☐ 8. Soft Modular Play Equip./Design
- ☐ 9. Souvenirs & Novelties
- ☐ 10. Other (specify) ________

**E. WHAT ROLE(S) DO YOU PLAY IN THE PURCHASE OF THE TYPES OF PRODUCTS EXHIBITED?** (Check One)

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- ☐ 2. Recommend
- ☐ 3. Specify
- ☐ 4. No role

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# A decade of laser tag at the Seattle Funplex

STEVE WHITE

Ed Pearson has been operating some form of laser tag at The Seattle Funplex family entertainment center for the last 10 years, and during that time he has learned that technology must often play second fiddle to necessity.

The 28,000-square-foot facility started out in 1986 operating an off-the-counter system from Mattel that required an original investment of less than $1,000, much less than the expense of a hard ride or other major attraction.

"Obviously we needed to diversify," explained Pearson. "At the time, we had an 18-hole miniature golf course and one softball pitching machine. We needed to find a broader market."

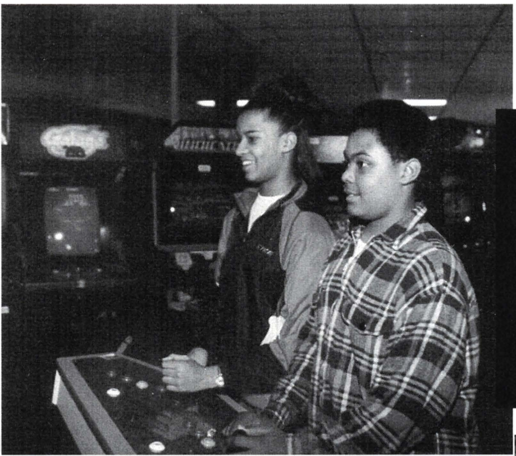
When Mattel discontinued its consumer version near the end of the 1980s after several accidents around the United States involving police officers mistaking the equipment for real guns, Pearson decided to go with Laser Storm, installing the second or third system in the world in 1990. "There really weren't a lot of manufacturers out there at the time," he recalled.

The changeover was relatively inexpensive, Pearson said, costing $25,000 for a 16-player system and $5,000 for an arena upgrade. Funplex currently has a 24-player system and arena which measures just under 2,000 square feet.

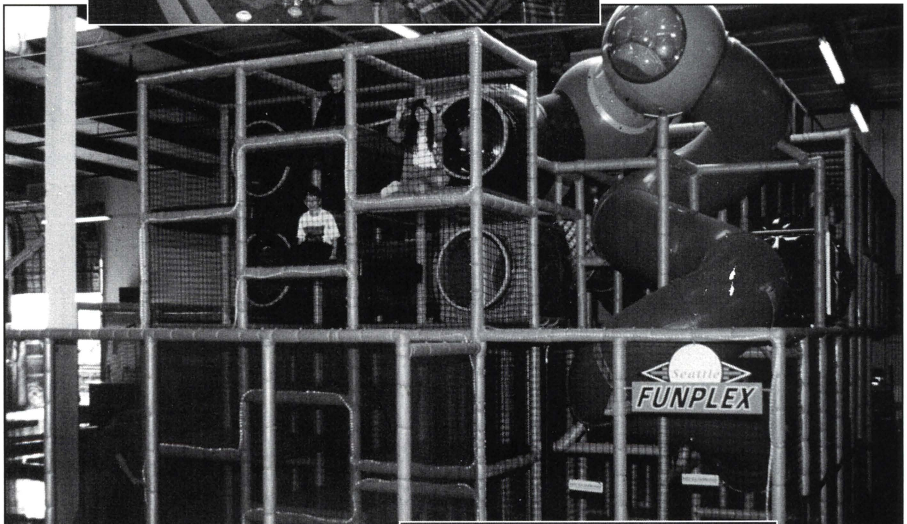
## Evolving operations

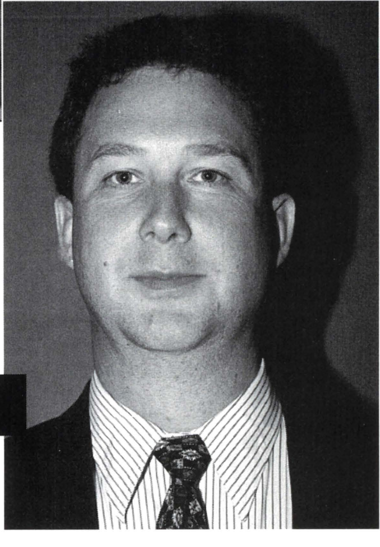
While the Laser Storm system ultimately has been a boon for Funplex, the road has been rocky at times, and Pearson's staff have become more than competent in the field of operating laser tag as a result.

One of the first problems encountered was the life of the controller pack

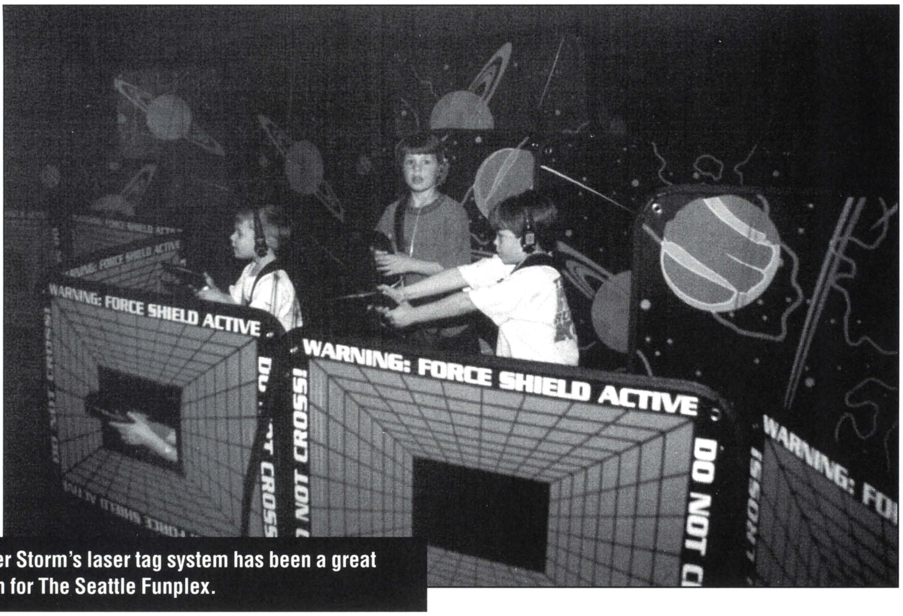


Included in the entertainment mix at Funplex are 150 video games and a four-level Omni softplay area.

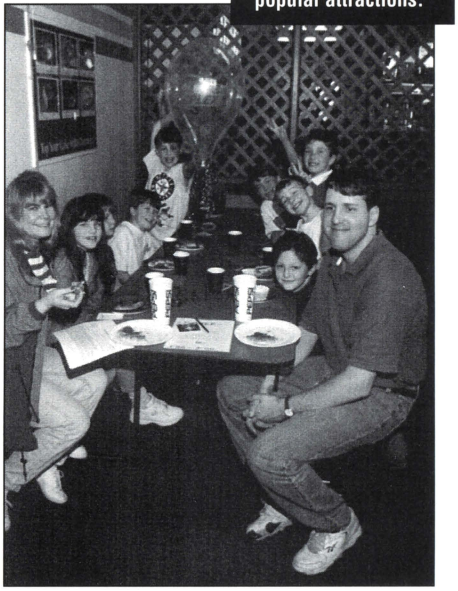




Ed Pearson



**Laser Storm's laser tag system has been a great boon for The Seattle Funplex.**



**Birthday party packages are one of the popular attractions.**

battery, which lasted between four and six hours and took between eight and 10 hours to recharge.

"We had a 24-gun system but we were only able to use half of them," Pearson said. "When we had events like all-night senior grad parties, the equipment just couldn't handle it."

The solution: Pearson designed a system where they could replace the battery in a side pouch so it can be switched out without losing the ability to use all 24 player sets. "We did it out of necessity," Pearson said. "Laser Storm doesn't officially approve of the modifications we made but they are taking a look at it."

Since those early days, Laser Storm has put into place a Built to Blast service program where operators can send in equipment in need of repair and receive a recycled replacement. Thus, the downtime is limited to one day and the company's customers can share in the cost of repairing equipment, keeping those charges lower in the long run.

However, Pearson said his staff's technical ability as well as the per-play charge made it unfeasible to join the program. Funplex runs shorter-than-usual games of five minutes each. "It didn't make sense to us," he said. "We know the system as well as they do for the most part from a standpoint of operations."

In looking at laser tag manufacturers, Pearson suggests operators make sure to get a list of all the company's operators and look for warranty and service programs that show a dedication to the customer like Laser Storm's Built to Blast program. Beyond that they should also focus closely on specifics including the type of guns (real laser or infrared), targets, software capability, and hardware requirements.

## The bigger picture

Despite these glitches, Pearson says that Laser Storm is "a terrific addition to our overall mix. The biggest impact is the diversity of clientele. I've got people playing it who wouldn't normally try laser tag."

> ***"The biggest impact is the diversity of clientele. I've got people playing it who wouldn't normally try laser tag."***

Other attractions at the 12-and-a-half-year-old Funplex include an 18-hole miniature golf course, batting cages, bumper cars, an inflatable jungle bouncer, and a four-level Omni softplay area. There are also 150 video games and 35 redemption games, a snack bar, and birthday party rooms that are available as part of package deals.

All of the attractions are pay-as-you-go, and Funplex also offers three special packages. There is no entry fee, except on Friday and Saturday nights for security reasons.

While conventional wisdom says that the typical laser tag player is a male between 14 and 24, package deals including each of the major attractions changes that equation for entire families. Thus, for the most part revenue is equalized among the attractions at Funplex.

While the location does not operate laser tag leagues and has no plans to do so, it has gotten some corporate and group business. "We've had groups come down specifically for laser tag and we will rent it out but it's certainly not the norm," explained Pearson.

As for the long-term viability of laser tag, Pearson said that continued innovations by Laser Storm and other manufacturers will continue to rejuvenate the entertainment experience.

"I think laser tag is here to stay because of competitive new software, new options, target pods, shooting pods, independent scorekeeping, and team play," he concluded. "It is by far the most popular in terms of individual attractions at our location. It keeps us going. It keeps our customer base happy."

The Seattle Funplex is located at 1541 15th Ave., Seattle, WA 98119-3129. Ed Pearson is currently serving as the vice president of the International Association of Family Entertainment Centers. ▲

# FEC Handbook makes its debut with COMPANY PARTIES

**VIC FORTENBACH**

> ***"You must concentrate on getting your customers to stay longer in your FEC, thus spending more."***

There have been so many questions about running and promoting FECs that Play Meter is publishing this series of articles designed to help you promote your locations. Vic Fortenbach has compiled a wealth of information, and we will publish it monthly. This first one explains what the handbook is all about and who it's for.

**Who is this handbook for and why was it created?**

*pro-mo-tion* (noun): The act of furthering the growth or development of something; especially : the furtherance of the acceptance and sale of merchandise through advertising, publicity, or discounting.

Family Fun Centers or Family Entertainment Centers often have extremely small advertising budgets. Since the advertising budgets are so small, this limits the ways an FEC can promote and advertise. I have visited 80+ FECs and FFCs and have come to this conclusion: The look of your park from the outside (including signage) IS your advertising.

Radio and TV advertising is rarely an option due to its expense. Direct mail is good, but it has its drawbacks. These are only two advertising routes you can take, although they are two of the most expensive ones. Several more are covered in the advertising section.

If advertising is so expensive what do you focus on? You must concentrate on getting your customers to stay longer in your FEC, thus spending more. Of course, you may think you're already doing all you can, but are you? That is precisely what this handbook is for, to make sure you are doing everything you can.

Here's another question you should consider: Are some of your customers the wrong type, driving away your good customers? Maybe your good customers are leaving early or, worst yet, not coming back because of these unsavory types hanging around.

What about the outside of your FEC? Is the grass dead or yellow? Are the trees and shrubs trimmed and attractive? Are the fountains set too high spraying your minigolf customers with water?

You must make certain that your customers have a pleasurable experience in your FEC, and you'll know if they don't because they won't be back.

Never underestimate word of mouth; it's very powerful. Your customers will tell their friends about their experience, whether fun or not. If it's fun, they'll tell their friends, who in turn will visit your FEC and tell their friends, etc.

Don't use the excuse that you can't please everyone because you should not let one family leave with a bad feeling. You need to concentrate on pleasing the majority of families that enter your FEC to have a good time.

This handbook was created for several reasons. The most important reason is the apparent lack of inspiration and ideas for promoting FECs from within. The fact that promotion budgets are notoriously small doesn't help.

Another reason is the fear of trying new ideas. How do you know the promotion idea will work if you don't try it? If an idea from another FEC works, go for it at your FEC. Look around for other ideas as you visit other places. The fast food industry is chock full of ideas for promotions. Many will work perfectly within an FEC, some can be modified to work, and some are questionable.

Take a close look at the bigger parks like Disneyland, Disney World, and The Magic Mountain parks. Don't discount something because you know they have mega promotional budgets. Some of their ideas could work on a smaller scale.

This handbook is not designed to tell you how to run your FEC, how to control your cash, or how to staff your attractions. You should already have those things down pat.

We want to help you promote your FEC and make sure your customers stay long and leave happy.

## Using this handbook

I have been involved in the FEC industry since its beginnings back in 1980. The ideas contained within this handbook have been tried and are in use or are going to be implemented in the upcoming season.

This book is not written for the promotions or marketing director with 17 college degrees. It is intended for a FEC with a

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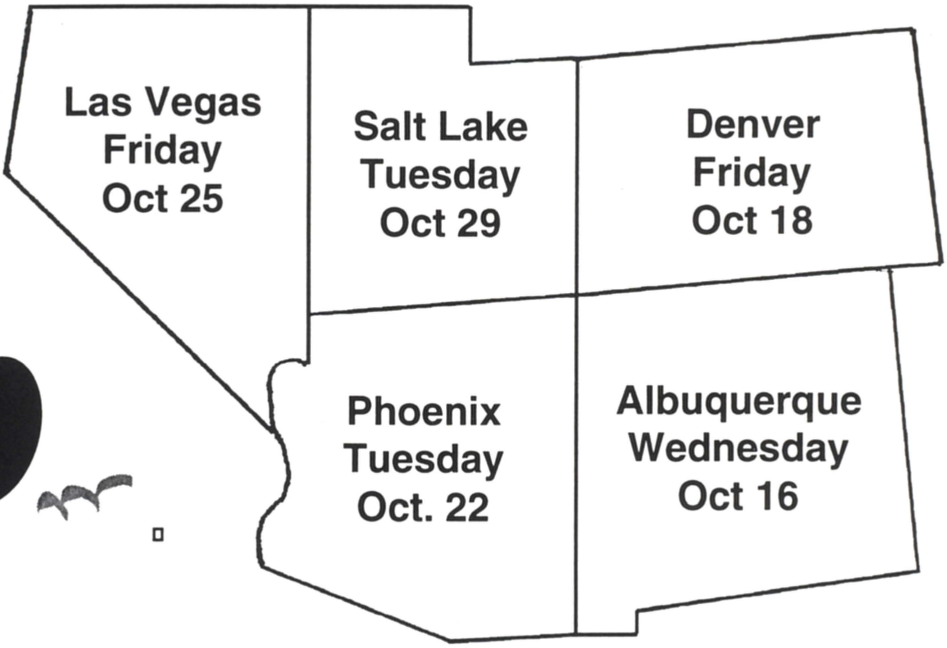

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promotions person with little or no experience in the marketing industry or promotions field. Even if the FEC doesn't have a promotions person, then this is for the manager or assistant manager who is performing the duties of a promotions person. This handbook is for you !

I would like to thank the many promotions directors, marketing directors, FEC managers, assistant managers, and game technicians and mechanics that work at the many FECs I have had the privilege of visiting. The ideas I've picked up from them are invaluable.

## Chapter One: Company parties

Company Parties are a wonderful way increase the daily income on slow days. But it will take some work and follow through to get companies to plan events in your park.

Obviously, your first task is to solicit local companies. The Chamber of Commerce may be an ideal place to start. It may be interested in holding its monthly mixer at your park and if they do and are satisfied, you may get recommendations.

Don't be hesitant about contacting the larger companies in your area: Disney, Pepsi, Kraft Foods, and Rebock are only a few of the big companies that have booked company parties at local FECs.

When calling a local company be prepared with a list of questions to ask them, designed to make them feel comfortable enough to give you the privilege of hosting their party. These questions will give you all the information you'll need to be able to make suggestions to that company.

There are quite a number of parties: Christmas parties; anniversary events; or annual competition among departments, branch offices, or various groups in minigolf, go-kart racing, laser tag, or even bumper boat basketball. These events are great for relieving the stress of the workday. They have been known to improve employee moral.

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How to get the word out about the advantages of having an event in your location? Send out a brief flyer letting companies in your area know that your park is available for company parties. Outline all the advantages in holding an event in your place as opposed to other locations traditionally used for such meetings.

After the flyers have been mailed, follow up on every one you mailed. Call each company and ask for the events director or promotions coordinator. If the company is small, most likely they will not have a person designated to handle special events, but you can find out who would handle special events by asking for the president. Better yet, if you're really on the ball, you'll already have the name you're seeking from the local chamber of commerce or business directory, if your city provides one.

Most larger companies will enlist an events planner, who will be your contact about the party. The planner then sets up everything. You can get your park's name "on the list" for event planners by looking in the phone book under parties, planners, or entertainment bureaus.

## To close or not to close

There are two ways to cater to company parties: close the park for an event or leave the park open to the general public during the event.

If you choose to close the park, it's likely that the income from a company party will more than make up the difference. Closing your FEC for the evening may sound scary, but on a slow weekday evening (Monday through Thursday) it can be worthwhile.

If you close to the public, post notices on all entrance and exit doors well in advance (at least a week) that you will be closed that evening. Be sure to change your telephone information recording to reflect the closing and change it back after the event.

If you opt to keep the park open to the general public, you will have to use some kind of identification for the company employees. Colored wristbands work great!

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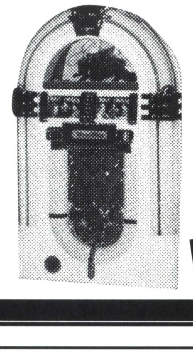

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If you do decide to close the park, close it 30 to 60 minutes before the company is scheduled to arrive. The caterers can actually arrive earlier while the park is still open to the public. This time frame will give you and the caterers enough time to set up, clean, and decorate the park.

If you decide not to close the park, you cannot serve alcoholic beverages, since the park is open to the public. Even if the company employees have some sort of identification, no alcoholic beverages may be served, legally. If you are going to do the actual planning you will need to determine the theme and type of food the company wants.

One popular example is fiesta night, complete with streamers and a pinata to smash. If the company wants to theme their party, you should decorate the park along that theme. They will expect it. I'll have more on decorations later. For any specialized food that may be needed, its best to call in a caterer. The caterer can bring everything needed including the tables, tents, and food preparation items. Of course, that includes perfectly prepared food!

You may want to get a Disc Jockey to provide the entertainment, with the correct type of music. Obviously you don't want to have a disco light show and music for a Mexican styled event! But don't assume anything, check with your company contact. Who knows you just may be planning a party for a group that loves Mexican music with a disco theme! Look for DJs under the entertainment section in the phone book.

Before the food and any activities, the company may want to do some business like an employee of the month award or some other kind of employee recognition. Make sure that your party room is available for their event and for any meetings or extra activities they may have planned.

> ***"Since the advertising budgets are so small, this limits the ways an FEC can promote and advertise."***

If your party room is not big enough for the company's people, you may need to move some video games to make room. Extra seating may also be required.

If there are no extra activities planned for the company, you can get away with minimal employee staffing. If extra events are planned, of course, you must staff for that event.

The cost to rent out the park will depend on what the company wants to do, how you will need to staff the park, and how late they want to be there.

The size of your park will be a factor in determining how much to charge. One way to figure out what to charge is to take the total number of people coming to the event and base it on projected income you would have made if the park was not closed. Include a 10-30 percent increase for the extra work involved. You are in this for a profit, but don't be unrealistic.

A flat rate for everything (including all attractions and full staffing) is a more preferred way since companies often will not know the total number of people coming. Amounts of $2,000-$4,000. and up to $8,000 are not considered too high. Once you've calculated your costs, studied your projected income on a slow night, and factored in extra costs, you'll be able to charge a fee that is fair to both you and the company.

Remember above all else that you need to provide a fun and enjoyable atmosphere or the company will not be back next year! Worse yet, if the party was planned by a professional party planner, no more company party business will come your way from that planner. This industry thrives on word of mouth and your company events business could be made or broken on it.

One last thought that could be effective, is hiring a photographer if the planner or the company has not provided one. It's great public relations for you and you can use some of those photographs of people having the time of their lives to promote the company party idea to other companies. Be sure you prepare a legal release for those in the photos.

## End result

Having one company party at your F.E.C. will start a tidal wave of other companies wanting you to host their parties. Be prepared to handle the extra business before you even begin your solicitations. You don't want to be in a position to have to turn down business simply because you weren't prepared.

When a company holds an event in your location, get permission to make available some coupons for their employees, so they will be back with their families on a regular day. ▲

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GAMEOVER
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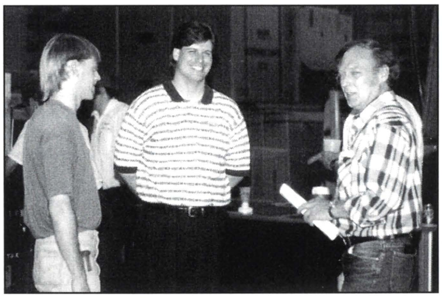
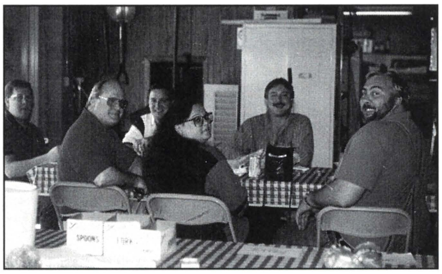
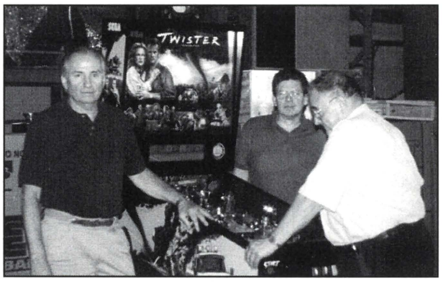

Valley's Jim Hall (c) visits with Richard and Arlen Rygg of H&R Vending.

Dahlco Vending's Dawn Orloff with Hanson's Dave Gabrielli.


The burgers and brats were great according to this happy group, (l-r): Joe Segina (Music Service), Rick Poling (American Amusement Arcades), Dawn Orloff (Dahlco Vending), Brent McKennon (American Amusement Arcades), and Dan Knack (Dahlco Vending).

Dave Courington (l) and Gregg Elliott of Valley caught in a far-too-serious moment while discussing foosball leagues and the newly formed VIFA.



From left: Don Awe and Tim Daly of Awe Vending check out Sega Pinball's latest game, *Twister*, with Mendota Valley's Dave Lethert.

TWISTER
SEGA
Sega Pinball's Peter Gustafson (l) and Joe Blackwell offered valuable tips on pinball in a well attended seminar.

Hanson Distributing invited its customers to "An Open House for Open Minds" at its facility in Bloomington, Minn., in mid-June. The event, unique as far as open houses go, consisted of two days of seminars given by factory representatives from various parts of the industry.

Hanson's sales manager Dave Gabrielli asked those giving seminars to focus more on methods of increasing revenue in machines already on the street rather than just selling new equipment.

The speakers took him at his word, offering valuable tips to operators. Sega Pinball's Pete Gustafson and Joe Blackwell began with a presentation which gave operators tips on how preventative maintenance and troubleshooting can keep games earning at their highest level longer. They also discussed ways to read audits and bookkeeping and interpret the information available to the operator. This information is important, they stressed, because it lets the operator know whether a machine is set up and programmed in such a way that it is realizing its full earning potential.

John Tracy of NSM America held what Hanson called a terrific round table discussion. John presented some helpful marketing ideas, including NSM's amazingly simple, yet effective "Attention Getters" program. He also discussed some of the programming and bookkeeping functions available on the NSM jukebox that operators may not be using to their full advantage to run specials and help them market their music better. Operators shared ideas and experiences in the field.

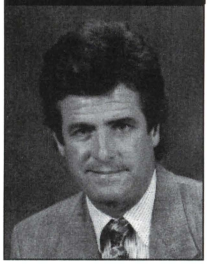
Dave Courington and Gregg Elliott of Valley explained in detail about the newly formed Valley International Foosball Association and discussed foosball leagues and promotions. Tornado, which was recently purchased by Valley, has been at the leading edge of a major rebirth of foosball in the midwest in a league format. Dave, who was instrumental in the success of the Tornado foosball tournaments, and Gregg, who is the director of VNEA, covered league formats, handicapping systems, and important considerations and ideas for getting a successful league off the ground.

The final seminar presented by Valley's Jim Hall and Scott Schroeder covered Valley's *IQ* dart system. Although league maintenance and communication capabilities were covered briefly, the presentation focused on the marketing capabilities of the system. Debit cards, advertising, sponsorship solicitations, and many other subjects were covered.

In addition to the seminars, operators were given the opportunity to take a look at new equipment and win door prizes generously donated by the manufacturers.

Hanson introduced two new additions to the company: Jerry Borth in sales and Bob Peterson, the new operations manager. Operators were then treated to a barbecue and topped off with a trip to the Metrodome for the Minnesota Twins and Seattle Mariners game. ▲

QUARTER
**NOTES**



# All the things you want to say to your accounts, BUT ARE AFRAID TO!

**RICH HOLLEY**

During the past couple of decades, we have seen many changes in the world of coin-op. However, there are some things that remain the same. What I am referring to is the mind set of the people who own or manage the locations where we place our games and with whom we must communicate and interact in order to maintain and grow our businesses. My guess is that the most successful operators are the ones blessed with an unlimited supply of patience and a prodigious ability to bite their tongues and otherwise restrain themselves from really telling it like it is. Read on, and see if you can relate to any of this.

A potential account is on the phone and wants you to put some games in his new place. He informs you that there is room for at least 50 games, and he could even move some things around so that you could squeeze in a few more. By the way, it's going to be a Sports Bar.

This guy is going all out with two TVs and maybe five T-shirts belonging to some team no one's ever heard of hanging on the wall. It will be a beer and wine joint. You try to talk some sense and salvage the account, but this moron believes that the only criterion necessary to determine the number of games is available space. And besides, more games equals more money, right? Even if that was true, how could anyone believe that an investment of two TVs and five T-shirts would make them eligible to be a 50/50 partner in game revenue?

You can always tell when one of your accounts is having financial difficulty. It usually starts with a call relating to a plan about tearing out a part of the building and making a game room. I had one guy, not too long ago, ask me to bring in four or five *Daytonas* because he had some space along the wall by the men's room. He was dead serious! His whole business wasn't worth five *Daytonas* and couldn't support one-half of a *Daytona*, but he saw it at Disney World. As we all know, what works at a major theme park will definitely work at Bob's Place, Small Town, USA.

> ***“ My guess is that the most successful operators are the ones blessed with an unlimited supply of patience and a prodigious ability to bite their tongues. ”***

Then there are those who believe you have an endless supply of all the top games “lying around in your warehouse.” They use that phrase—it never changes. Question: Why would anyone lock up their best equipment in a warehouse where it gathers dust instead of coins! The statement only makes sense if you are not an operator. My “thoughtful” accounts don't want me to go out and buy new games for a one-night kids' lock-in, because they figure I could bring one that's “lying around in the warehouse”.

Some of the best arguments I've had with my accounts center on them wanting to give away my product to promote one of theirs. This notion is like a disease; location owners are the carriers. Oh yes, give away one token with the purchase of every slice of pizza, hot dog, soda, or whatever else. Those free tokens in turn can be played in the cranes for free stuffed animals or in redemption games for free tickets. Such a deal. For some strange reason, this doesn't work in reverse, I'm told. I think that every time tokens are purchased a free soda or hot dog should be given away, and that way my games would make more money. This usually ends the argument.

I just love the red quarter nonsense. I feel that it is only fair that if I have to give red quarters for my games to be played for free that I should receive an equal amount of “blue quarters” so that I may partake in some free adult beverages and food. What about opening the games and pool tables every day for happy hour? The only way for this to be equitable is for the same time be given to my employees and me to come in and frolic for free.

There is no shortage of proprietors who believe that they hold the supreme knowledge when it comes to coin-operated games. Pardon me, but if I'm the one investing in the equipment, should I have to make the same costly mistakes I made when learning this business to prove some “operator wannabe” wrong? If I am the one who has made a career out of this and spend all my time working at this, why would I take advice from someone merely dabbling in it? Take that!

Have you ever been asked to remove some equipment because maybe the balls or pucks are missing or stolen from time to time making the game inoperable? For example, an air hockey. The question is usually presented like this, "Why don't you take out the air hockey and put in something that makes money?" How brilliant! Why didn't I think of that? What really needs to happen is for the employees to stop putting out-of-order signs on the game every time the puck sticks because players are jamming the coin slot with pennies or M&Ms. But, of course, slapping on an out-of-order sign is much easier than taking the time to call.

Speaking of employees, we must also deal with them. This can sometimes be even more challenging than dealing with the owner and requires much more patience, if that's possible. Employees are usually charged with the responsibility of placing games out-of-order and calling in the service calls, so communicating with them is crucial. I have heard equipment being reported out-of-order in every type of phraseology, but the clear winner is "the coins keep falling through."

This must be the universal language used to report that something is not working properly in the coin mech. I have found three possible translations for this: (a) the coins are rejected and returned, (b) the coins go in the machine and don't give credit, or (c) just a total coin jam. What usually follows after "the coins keep falling through" is "so I have placed the machine out-of-order." It doesn't seem to sink in, no matter how many discussions we've had, that the machine has two slots and the out-of-order sign is not called for if only one slot is malfunctioning.

I bet if every machine had 100 coin slots and "the coins kept falling through" one of them, the other 99 would go unnoticed and the game would be placed out-of-order. I'm telling you, some things will never change. To think that these same people who get so confused by coin-operated games actually go home and operate microwaves and VCRs. It's scary.

These scenarios are only the tip of the iceberg of what operators have to deal with every day. It goes with the territory of this wonderful, wacky business we're in. One consolation is knowing what you know even if it means minding your mouth and manners. No one can stop you from at least thinking of what you'd like to say!

How mindless for a location owner to think that you can stay in business without turning a profit. That's just what you'd be doing if you go along with silly, worn out, "saw it in a movie" ideas that practically never work. I don't know about you, but I feel better already! ▲

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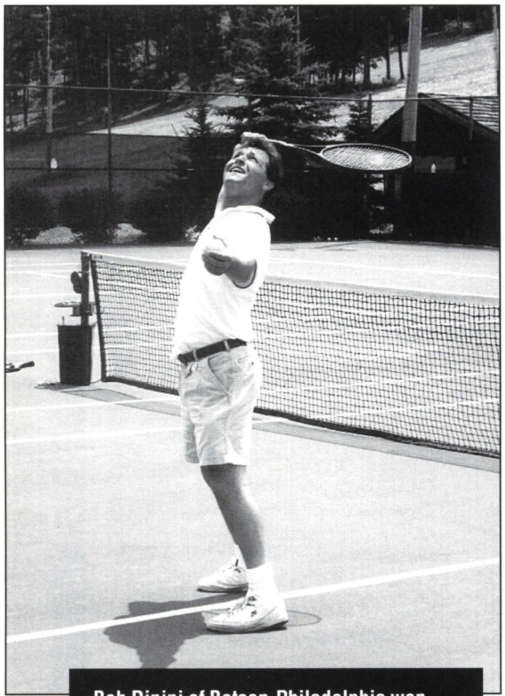
# PAMMA follows the Olympic spirit

The two-man scramble team of Merit's Dave Myers (l) and Arachnid's Todd Martin took first place in golf.

SEVEN SPRINGS

Lou Manolios (r) of P-n-L Vending presents the "Coinman of the Year" award to Lou Larson of Betson-Pittsburgh, incoming PAMMA president.



Bob Dipipi of Betson-Philadelphia won first place in tennis singles.

BONNIE THEARD

Members of the Pennsylvania Amusement and Music Machine Association took a cue from the summer Olympics as they held their annual convention July 26-27 at the popular Seven Springs Mountain Resort in Champion, Pa.

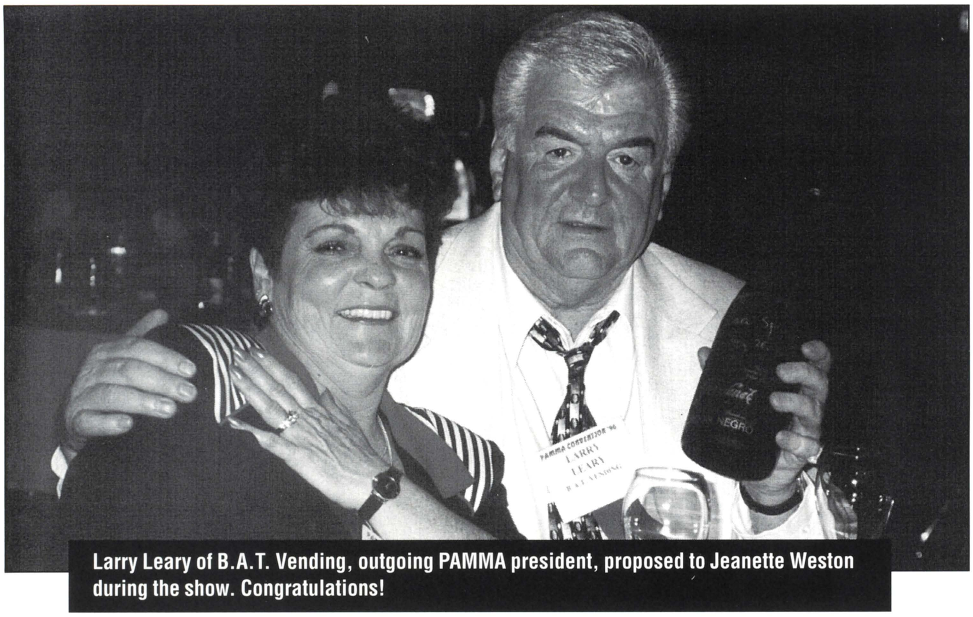
Titled "Go For the Gold," the convention included a host of sports activities for members and their families: golf, volleyball, and tennis.

Opening ceremonies, so to speak, included a welcome party that featured entertainment by Riggi Lavale and his Orchestra. The closing event was a cocktail party followed by an awards banquet, raffle, and auction. Convention-related functions netted $25,000 for the association.

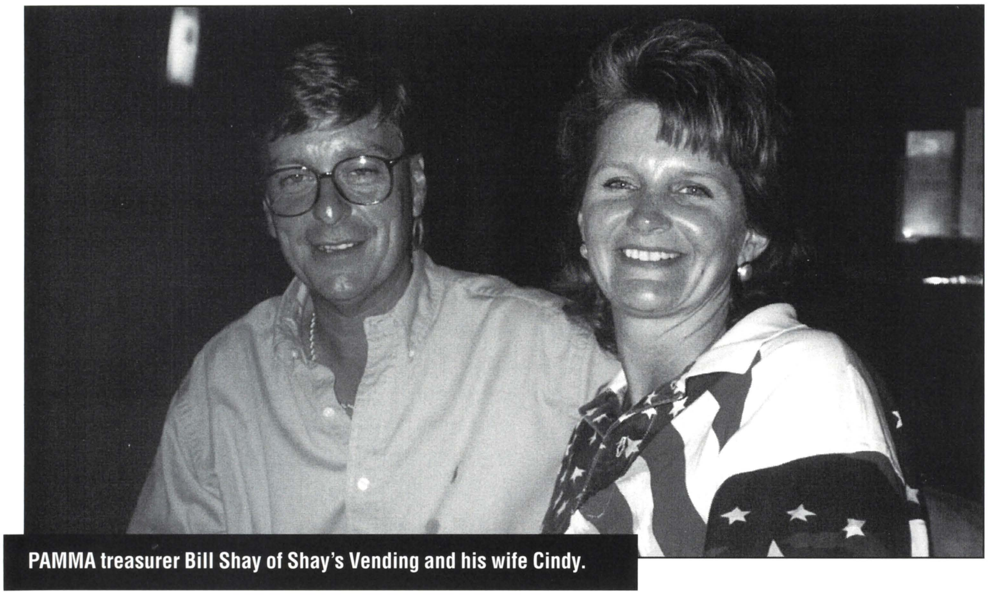
The general membership meeting focused on the main goal for PAMMA this fall: passage of video lottery legislation. PAMMA is making an Olympian effort in conjunction with its lobbying team to gain votes for the bill.

PAMMA president Larry Leary of B.A.T. Vending has said: "We must keep thinking positively and not let go of our dream. If you need a little inspiration, just take a look at the Olympic athletes. Many of them never thought they would be where they are today, and giving up was never an option. Now their dreams have

**The Pennsylvania association keeps the torch burning for positive video gaming legislation during an annual convention that adopts a "can do" attitude.**



Larry Leary of B.A.T. Vending, outgoing PAMMA president, proposed to Jeanette Weston during the show. Congratulations!



PAMMA treasurer Bill Shay of Shay's Vending and his wife Cindy.

PAMMA board member Jeff Markvan of Greco Amusements and his wife Shirley.

come true and so can ours."

Association president-elect Lou Larson of Betson-Pittsburgh agreed. He stressed the importance of the members' passion for the industry and called for PAMMA to focus its energy on what he termed the "inevitable passage" of video gaming. Larson will become the president in 1997.

In addition, the association's executive director John Milliron urged the group to keep their video gaming hopes alive for the fall.

Larson was among several members honored at the convention. He received the "Coinman of the Year" award presented by Lou Manolios of P-n-L Vending, who cited Larson's devotion to the association. Leary also received an appreciation award for his service to PAMMA.

For the third year in a row Larson served as convention chairman. He and Jim Wittler, also of Betson-Pittsburgh, put the punch in the punchlines at the awards banquet posing as The Sunshine Boys and spoofing TV commercials.

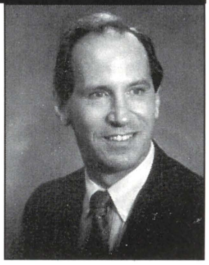
Convention activities were sponsored by Arachnid, Betson-Pittsburgh, Merit Industries, Cummins-Allison Corp. Mondial-Philadelphia, and Williams Electronics.

Athletic event winners were: Golf—Todd Martin of Arachnid and Dave Myers of Merit Industries (first place team); Tennis—Bob Dipipi of Betson-Philadelphia (first place) and Dale Lazar of H. Lazar & Son in Pittsburgh (second place). Most Valuable Player trophies were given to Dave Warner of Warner Coin in Erie, Pa., and Angel Manolios, of P-n-L Vending in Pittsburgh.

As a side note, PAMMA vice president Arnie Aronovitz of Apple Vending in Philadelphia actually attended the Olympics in Atlanta and kept the membership informed of happenings there.

A special note of thanks is extended to Lou Larson and the PAMMA staff of John, Ken, Janet, and Christine for another successful convention. ▲

THE LEGAL **EAGLE**



# The federal conundrum

**TOM FRICKE**

*co-nun-drum—noun [origin unknown] (1645) 1:a riddle whose answer is or involves a pun; 2a: a question or problem having only a conjectural answer; b: an intricate and difficulty problem (see Mystery).*

The conundrum for operators of redemption amusement is that the federal law of criminal gambling is at odds with the laws of amusement redemption in at least 12 (and counting) states. Under the law of these states it is supposed to be permissible to operate certain types of redemption amusement equipment in certain ways and in certain settings even though substantial chance is involved in play. For at least some types of redemption equipment used under restrictive circumstances defined in the state's laws, a complete absence of skill or just a little skill in the play of the game is permitted.

These states include: Arkansas, Colorado, Connecticut, Florida, Georgia, Illinois, New Hampshire, New Jersey, North Carolina, Pennsylvania, South Carolina, and Texas.

Nevertheless, the federal definition of a prohibited gambling device is far more restrictive than the permissive exceptions enacted in these states. The most relevant federal definition of a slot machine is found in the Gambling Devices Act of 1962 (sometimes referred to as the Johnson Act or the Johnson-Eastland Act). As to skill and chance, the prohibitions of the act apply to devices "designed and manufactured primarily for use in connection with gambling *and*...by the operation of which a person may become entitled to receive *as the result of an element of chance any*...property...."

> ***"A device may be lawful to operate in the state, but bringing it into the state may be a serious federal crime."***

I supplied the italics to point out something to you. Under the laws of the states I have listed, a redemption prize awarded "as the result of an element of chance" may be lawful if the state statute applies to your device. However, under the federal statute, it isn't lawful, unless some of the statute's exceptions apply.

The federal statute prohibits two things. First, you can't ship between states an amusement machine which awards prizes "as the result of an element of chance." (In addition to forfeiture, the law provides for two years in prison and a $5,000 fine.) Second, if you are a manufacturer, distributor, or operator and your machine rewards redemption prizes "as the result of an element of chance" you have to register with the Attorney General of the United States. When you ship, the machine and its packaging "must be plainly and clearly labeled or marked so that the name and address of the shipper and consignee, and the nature of the article or contents may be readily ascertained on an inspection of the outside of the article or package." If you don't comply with this, the same penalty applies.

There are two exceptions to the interstate shipping prohibition. One of them is for shipment "to...any state which has enacted a law providing for the exemption of such state from the provisions of" the section of the Johnson-Eastland Act which forbids interstate shipment.

The other exception is for shipment "into any state in which the transported gambling device is specifically enumerated as lawful in a statute of that state."

These exceptions raise more questions than they answer. Must the state statute make specific reference to the Johnson-Eastland Act? Most of the recent crop of state decriminalizations don't refer to it by name. (Prior years' state decriminalizations of pinball didn't refer to the federal act by name, either.) What does it take for a state to "specifically enumerate" a machine as lawful? Even if your machine is not a "gambling device" under state law, if it awards prizes "as the result of an element of chance" must you nevertheless mark the box and register as the Johnson-Eastland Act requires when you ship between states?

Surprisingly, the jurisprudence of the Johnson-Eastland Act on these and related questions is sparse. Since the original passage of the act in 1951, the first question has come up in the federal courts of appeals only twice. The federal trial courts have shed light (?) on the second and third questions in only two published opinions, an extremely sparse jurisprudence for such important issues!

Not surprisingly, even with this small handful of opinions, contradictions and absurd results are not hard to find. Here is an example. In 1951 when the Johnson Act was originally passed, true gambling slot machines were lawful in one county in Maryland. Maryland had even reenacted its law for that county shortly after the

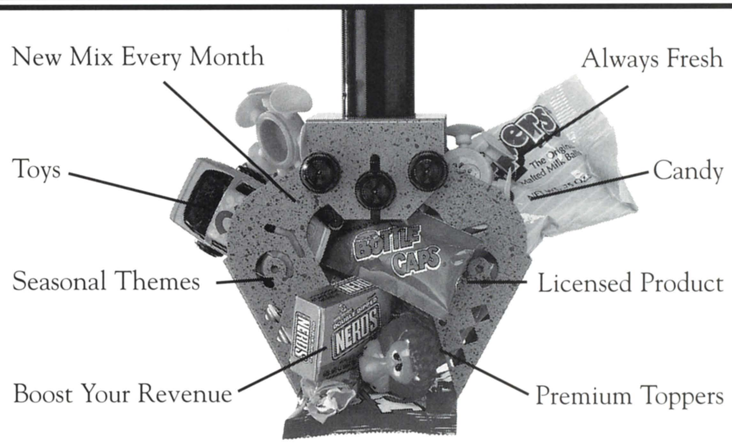
Johnson Act became law. No matter, said the court of appeals. The Maryland statute didn't mention the Johnson-Eastland Act so there was no exemption from it. As a result, a park operator forfeited 46 machines. In producing this injustice, the court of appeals ratified the notion which the trial court had expressed in its opinion: "A law intended as an exemption should indicate that intention on its face, and not leave the matter to arguable inference based on a comparison of its provisions with those of the statute of another sovereignty to which it makes no reference."

As a result of this case, in those states for which it is a controlling precedent, if the Johnson-Eastland Act isn't referred to in the state's statute, This result is all the more absurd because the Johnson Act was not passed to replace state criminal enforcement against unlawful gambling device operators. The express intention of Congress was only to support and supplement state enforcement efforts. Finally, it is totally absurd that the entire nation should have nothing to rely on but this one case to answer the question: must a state exemption statute mention the Johnson-Eastland Act by name?

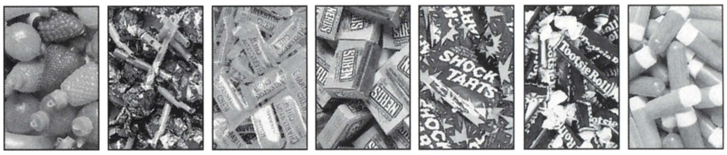
The second exemption provided by the act is for devices "specifically enumerated" as lawful by a statute of the state. How specific must the enumeration be? Although the device-specific exception provision of the act has been around for 34 years, not one court of appeals has told us. We have but one or two federal trial court opinions to refer to. They seem to say that if your state decriminalizes by type (e.g. pinball) this is sufficient to exempt the device from the Johnson-Eastland Act and my be shipped into the state without violating federal law.

However, don't get your hopes up. Among this scant guidance from the courts is a 1972 district court opinion which is perhaps the most troublesome of all. A pinball game was seized. It had been declared lawful, expressly, by the law of the state in which it was seized by federal agents. The forfeiture wasn't because it had been shipped unlawfully. The machine was forfeited because the owner hadn't registered his lawful, lawfully-imported pinball machine with the Attorney General of the United States as a gambling device.

A conundrum? Yes—that this perfectly logical, single trial court opinion from 24 years ago should be the only beacon to indicate whether Congress really wants everyone involved in redemption amusement to flood the United State's Attorney General's office with registration letters. A conundrum further that our laws should be so overbearing, out of date, and stupid. ▲



**CANDY CRANE MIXES**



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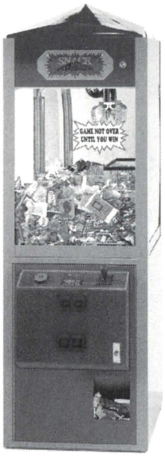

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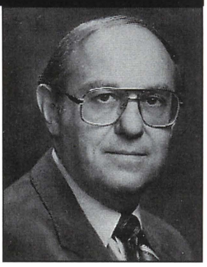

# Results are in on WEALTH TRANSFER TEST

**IRVING BLACKMAN**

***Last year our tax expert Irv Blackman proposed a test to see if he could eliminate the estate tax for a group of his readers. This month he reports on what he found.***

In early 1995, I wrote a long article for this column titled, "A New Plan to Beat the Estate Tax." The article said in part: "If you use the right tax tools and techniques together with the right professionals (lawyer, insurance consultant, and CPA), you can and will develop a plan to beat the IRS. Every time. And legally.

"Remember, the goal of the typical estate planner is to reduce estate taxes. My goal is to eliminate taxes.

"Now, gather 'round y'all...There are three types of readers that call me for help: the reader who (1) has an estate plan but needs a second opinion, (2) has no plan, or (3) has been working on a plan for years and just can't seem to get it done. Which type are you? We (me and my staff) would like six (two of each type) readers to join a tax planning test.

"We will do a transfer/estate plan (and any necessary valuation) for each reader. We will report back to you (through this column) how many readers responded, how many we could and could not help, and a summary of the tax tools and techniques used to help the six readers selected."

Well, the results are in. In all 14 readers (more than we expected) responded: 13 were in either category (1) or category (2) and, of course, were easy to help using the tax tools and techniques described in this column over the years.

One of the respondents—a 63-year-old from Florida (let's call him Joe)—fell into the second opinion (1) category. Joe's letter said in part: "I...enclosed everything...you asked for. While I feel that I have a complete package...it doesn't hurt to have another opinion."

Joe is a perfect example of a successful business owner of his generation. He started from scratch, built a successful business, and wants to transfer his business, Success Co., to his son. He's divorced, remarried, works hard, plays hard, and is rich but doesn't feel rich.

And his "complete package" (wealth transfer plan) is a disaster.

What's amazing is that Joe's assets (type and mix) and his objectives represent an almost perfect cross section of all 14 respondents. Read on. You'll see yourself.

Joe basically has five types of assets: (1) a residence worth $200,000 (all values rounded); Success Co. ($3.5 million); (3) profit-sharing plan ($500,000); (4) other assets, real estate, and other investments ($1.2 million); and (5) life insurance (death benefit of $500,000). For estate tax purposes, if Joe got hit by the proverbial truck and his wife Mary, predeceased him, his estate would be worth $5.9 million. (Note: Joe is no longer insurable. Mary is.) The estate tax, using his present wealth transfer plan, would be about $2.3 million.

What are Joe's objectives?...(1) "Want me and Mary to maintain our lifestyle for as long as we live"; (2) "control my assets, particularly my business, for as long as I live"; and (3) "pay as little estate tax as possible." And then Joe, with an I-know-it-can't-be-done laugh, asked, "Irv, maybe you can get all of my assets to my family intact?...No taxes?"

The first step was to reduce the value of Joe's assets for estate tax purposes, yet keep him in control. Without covering every detail and nuance of the plan, this is what we did on an asset-by-asset basis: (1) gave residence to a grantor retained interest trust

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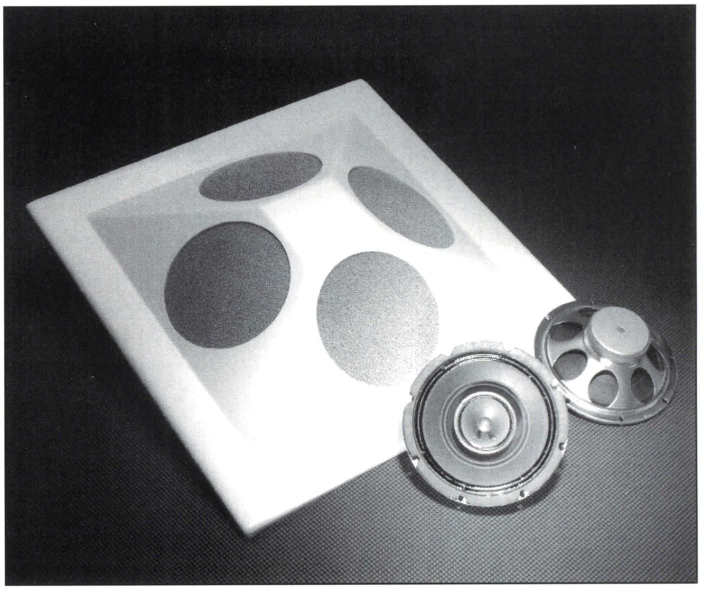

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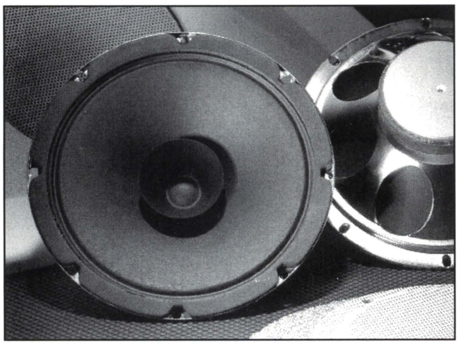

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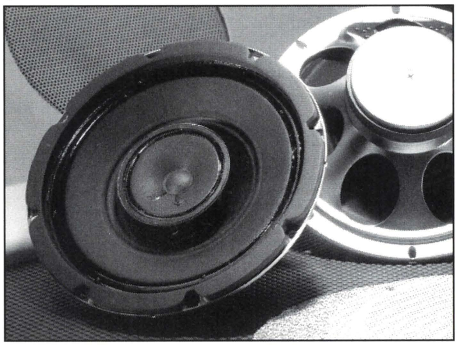

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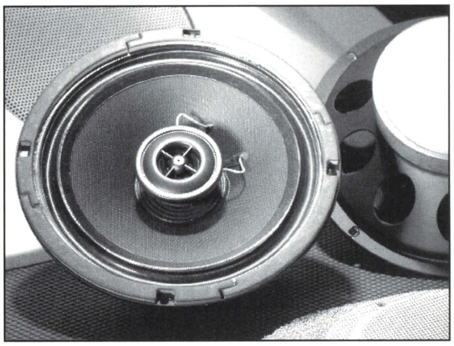

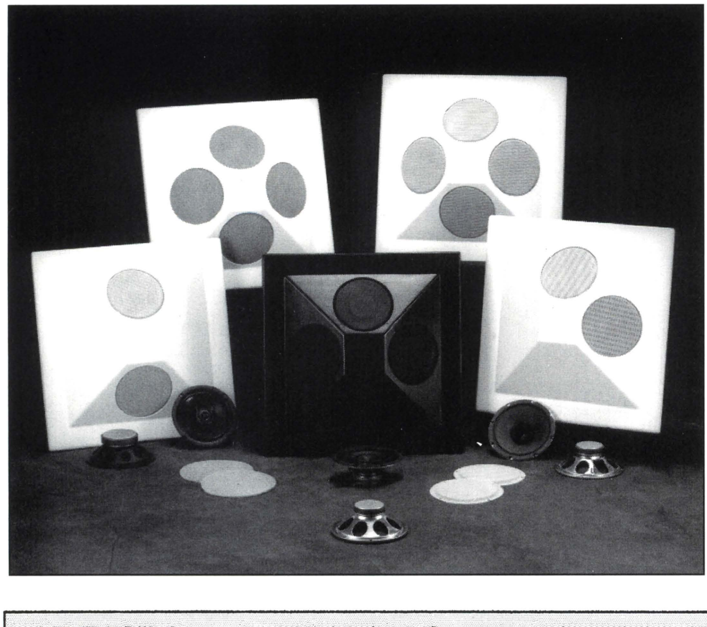

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(GRIT); (2) gave business to a grantor retained annuity trust (GRAT)—only the nonvoting stock (which we created), while Joe kept the voting stock; (3) profit-sharing plan kept as a reserve nest egg; (4) gave other assets to a family limited partnership (FLIP); and (5) gave life insurance to an irrevocable life insurance trust (ILIT).

These five strategies lowered the total value of the five assets for estate tax purposes to about $2.5 million. We used up almost all of Joe's and Mary's unified credit ($600,000 tax-free for each) in the process, leaving an estate tax liability of about $1.2 million.

Since we already have $500,000 of potential insurance proceeds parked in the ILIT, we only need $700,000 more of tax-free wealth to get all of Joe's assets to his family—intact and after all taxes. What to do? Joe was not insurable.

We decided to take out a second-to-die life insurance policy (on Joe and Mary), payable to a new ILIT. The premiums are paid using the cash flow of Success Co. via a split-dollar insurance plan. When all the smoke clears (and both Joe and Mary have passed on), Success Co. will get back every dime of the premiums it paid, and the ILIT will have $1 million free of any additional taxes. Final result: All of Joe's objectives will be accomplished and his entire lifetime wealth (about $6 million) will go to his family—intact and after all taxes are paid.

> ***"You cannot convert a corporate expense into your own business expense by not seeking reimbursement."***

Our test was such a success that we have decided to make it an annual event. So, if you want to participate in the 1996 test, please send the following information (send copies, do not send original documents):

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2. Personal—(a) Your last personal tax return (1995 or 1994) and (b) a current personal financial statement for you and your spouse.

3. A family tree—Your name, age, and birthday. Same for your spouse. Names of kids and grandchildren.

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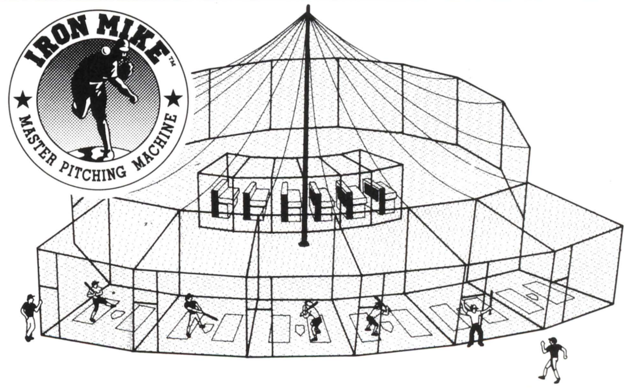

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To create the right plan for you, your family, and your business, and to coordinate and work with your professionals. If we can't help you, there is no charge. OK, that's the plan. Let's hear from you.

## The lazy way to transfer a business

This section is about an old IRS letter ruling that is one of my favorites. It might be labeled the lazy man's way to plan your business transfer. The ruling shows you how to take advantage of some favorable tax law while avoiding pitfalls. Good stuff! But there is a bit of a problem to using the technique: You see, you must drop dead before your family can enjoy the benefits of Letter Ruling 9116031.

But wait, the ruling has one redeeming quality. Really! First, the facts: Joe, his wife Mary, and their children owned all the stock in a family business. Joe died in 1990, and Mary inherited all of his stock. Mary immediately sold all of the stock back to the corporation.

Here's the general rule: When you or any member of your family sells stock back to your corporation (called a redemption), the redemption is usually taxed as a dividend which is a tax disaster.

But there is a special tax-saving exception for a family member who has owned the stock for 10 years: If he/she diverts all interest in the company (including any position as an officer or director), the redemption is treated as a sale. Since Mary sold all of her remaining interest in the corporation, the purchase by the corporation of her shares was considered a bona fide sale (redemption) and not a dividend which is a big tax victory.

Not only did Mary escape a big income tax bill, but she succeeded in effectively transferring the business to her children. How? Since the kids owned all the remaining issued and outstanding stock, they owned 100 percent of the business. To sum up: Mary walked off with a near-tax-free capital gain while the kids walked off with the business. That is a fantastic tax result.

Want to learn more about how to transfer your business and dovetail your transfer plan with your estate tax? Send for the companion special reports, "Transfer Your Corporation To The Next Generation," "Transferring Your Business When You Have Two Or More Children," and "How To Value Your Business."

## An expensive travel and entertainment tax trap

Take your pick: tax trap or tax treat. Listen up. Expenses are a part of business life, and legitimate expenses are always deductible. But there's a trap that turns a perfectly deductible expense into a non-deductible waste.

The basic tax law is disarmingly simple. As an employee, you are distinct from your employer corporation. And that's still the law if you own all or part of your corporation.

What you are about to read is a sad, but true, tax story. (A story I see repeated year after year by unknowing business people.) Joe owned 15 percent of V/J Co., his employer. He often flew by his personally owned airplane on company business. He did not seek reimbursement from V/J Co. for his flying costs, although he asked for, and received, reimbursement for other travel expenses. What did Joe do with his airplane expenses (the portion of the expenses that was legitimate and deductible for tax purposes)? He deducted them (including depreciation) on his personal tax return as an employee business expense.

No question about it, the expense would have been deductible by Joe's employer, V/J Co. What about the deduction on Joe's return? Sorry, "not allowed," said the IRS. Worse yet, the tax court agreed with the IRS (Tax Court Memo 1990-314). Unfortunately, the law is clear, according to the court: When an employee fails to request reimbursement (from their employer) that would be granted, the expense is presumed to be personal. Result: No deduction!

The technical reason: You cannot convert a corporate expense into your own business expense by not seeking reimbursement. Fortunately, there is an easy way to always avoid this common tax trap. Just ask for, and always accept, expense reimbursements you are entitled to.

Would you like to learn how to deduct every dollar of travel and entertainment expenses allowed under law? Send for the companion special reports, "The Complete Guide To Building Your Travel Deductions Legally," "Entertainment Deductions," and "Auto Deductions." ▲

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*Irving Blackman is a senior tax partner in Blackman Kallick Bartelstein, a CPA firm specializing in closely held businesses. He has agreed to consult with readers of this column. His tax hotline is (312) 207-1040. The address to send for the special reports (at a nominal cost) is Book Division, 300 South Riverside Plaza, Chicago, IL 60606.*

**Surf's up!**

***Catch Play Meter on the Internet.***

**Web site 1:**

**http://198.70.210.46/aim/pmhome.html**

**Web site 2:**

**http://www.funone.com/pubs/playmetr.htm**

**E-mail:**

**playmeter@aol.com**

TECHNICAL
TOPICS

# Coin-op replacement parts and supplies

A
Play Meter
Monthly
Exclusive

RANDY FROMM

Now that Wico is out of business (It's true . . . Didn't you know?) many operators are scrambling to find another provider of replacement parts and supplies. Don't worry. This is a great example of capitalism at its finest. Where the loss of a supplier leaves a gaping hole in the system, others will quickly scramble to fill it. That's what's happening now. You just gotta look around to find 'em.

In an effort to make your job a little bit easier, here's a bit about some alternative suppliers and, in places, some highly subjective opinions about them. Also, I have included a list of some suggested replacement parts to keep on hand. Naturally, since operations differ, this list is not likely to apply one hundred percent to your route or location. It's simply meant as a guide or reminder.

## Amusement Emporium

For the past 24 years The Great Amusement Emporium has been quietly dogging Wico. Always staying in the background, this Colorado-based corporation boasts a 95 percent availability on parts listed in the catalog. Now, things are really hopping.

The Great Amusement Emporium catalog is as much a work of art as it is a comprehensive parts catalog. The vast majority of the illustrations are free-hand line drawings rather then the technical illustrations found in most other parts catalogs. This gives the catalog an interesting and unique look.

Inside the catalog, you'll find everything you need, neatly divided into ten sections:

The billiards section includes balls, one- and two-piece cues, chalk, cloth, and replacement parts for Valley and Dynamo pool tables.

In the electrical department you'll find florescent and miniature lamps, fuses, electronic components (including diodes, transistors and integrated circuits), power supplies, monitors, and wire.

The coin handling and security section includes locks, security bars and hasps, coin wrappers, coin counters (and coin-counter replacement parts), sorting trays, coin mechanisms, and coin door replacement parts.

The Great Amusement Emporium also carries a wide selection of tools. It carries Platt and Xcelite tool cases, magnetic screwdrivers, Xcelite roll kits (I love those, don't you?), Vaco nut drivers, pliers, and just about every other type of tool (including cool little "trick" tools like rachet screwdrivers, picks, and TV alignment tools) that you can imagine you would need to repair amusement games.

Lumped together in the "universal" section of the catalog are lubricants, cleaners and other chemicals, foosball parts, shuffleboard supplies, vinyl game covers, moving pads, air hockey pucks and goalies, ashtrays (what are those for? I forget . . .), crane claw coils, playing cards, and hand trucks.

Jukebox supplies include needles and cartridges ( I don't remember what THOSE are for, either), speakers, transformers, RVCs, replacement parts for AMI, Rock-Ola, and Seeburg, and even vacuum tubes!

Replacement parts for video games and darts include joysticks and buttons, steering wheel and shifter assemblies, control panel overlays, dart spiders and switch matrices, and replacement darts.

Pinball parts are exactly what you would imagine. Great Amusement Emporium carries the usual supply of rubber rings and replacement coils as well as plunger and link assemblies, bumper parts, ball shooters and springs. They carry parts for Bally, Data East/Sega, Premier/Gottlieb, Midway video games (how did that sneak into the pinball section?) and Williams.

Vending parts include replacements for Automatic Products, Coffee Mat, Dixie-Narco, Reynolds, RMI, and Rowe.

For further information, contact:

**The Great Amusement Emporium**
6880 S. Emporia Street • Englewood, CO 80112
tel (303)790.0885 • fax (303)790.0746

## Happ Controls

At first, Happ Controls made its name famous by developing and manufacturing a microswitch pushbutton that was used by thousands of operators as a retrofit for *Double Dragon.* The original "open leaf" type of switch was notoriously unreliable in this game. It had something to do with "switch bounce" and input timing. Happ Controls saved the day and set the standard for the modern, microswitch pushbutton as we now know it and making the leaf switch a thing of the past.

Happ Controls is now a major supplier of OEM (original equipment manufacturer) controls like joysticks, gas pedals, optical guns, steering wheel assemblies and, of course, push button switches. Here are some of Happ's featured controls:

**Optical Gun (P/N 96-2100-XX)**

Works great on *Lethal Enforcers I* and *II*, and all other types of games using optical guns. Users have reported earnings of the games have dramatically increased and reliability increased after installing the Happ Optical gun on their game. Many have converted their entire route of optical gun games to only use the Happ Optical gun.

**Daytona Shifter (P/N 50-8500-00)**

Simply drops into existing game to replace original shifter supplied with game.

**Competition Joysticks (50-6070-16 [Black})**

Strong rugged joystick design with extra thick shaft to prevent bending. Available in various colors. Two different spring types (Standard and Heavy) to accommodate players preference. Uses Cherry brand micro switches.

**Horizontal Pushbutton With Micro Switch**

Probably the most popular pushbutton in the amusement industry. Micro Switch is held into place firmly to prevent any problems. Uses Cherry brand micro switch.

"Ultimech" Coin Mech (42-3079-00 to accept $0.25 coins)

Coin acceptance on the Happ Controls "Ultimech" is over 99%. The mech discriminates against and properly rejects virtually all of non acceptable coins including Canadian quarters, hammered nickels, and foreign coins/slugs. Happ Controls also sells a variety of different coin mechs for tokens as well.

**Bill Validators**

In addition to their own controls, Happ Controls also carries bill acceptors manufactured by both Mars Electronics and Cashcode.

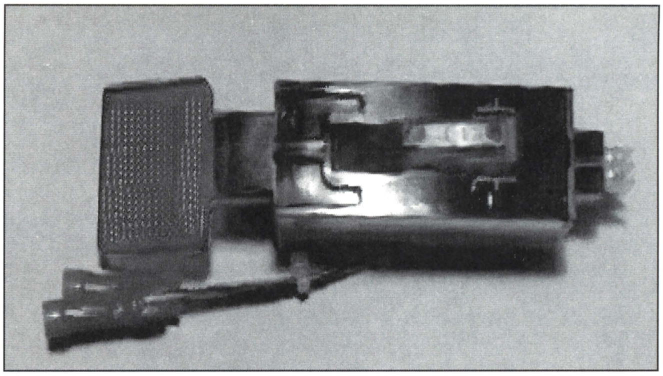
**Power Supplies (P/N 80-0027-UL)**

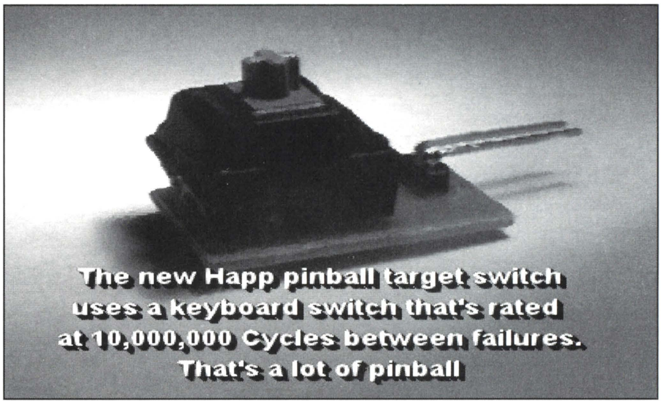
Having a dependable power supply within a video game is extremely important. The Happ power supply is manufactured by Mighty Power and seems to be pretty reliable. This 15 amp UL Approved power supply generates 120 Watts of power (+5v 15A, +12v 3A, -5v 1A) 115-230 VAC Switchable, Hi Pot Tested, Small Case Design (7.20" x 4").

**Universal Pinball Spot Target Switch**

Happ has recently introduced a brand new "stand-up" target for pinball machines. The innovative, rugged switch is designed to outlast previously used pinball targets. Designed to work on both old and new pinball machines, front mount and rear mount versions are both available. Different head shapes available include 1" Round, Half Target, and 1" Square.

No adjustment is required (or possible, for that matter) throughout the life of the target as this new design centers around the use of a standard, computer keyboard switch with a MTBF (mean time between failures) of 10,000,000 cycles. At the Happ Controls plant, they have a test jig set up that continuously picks up and drops a pinball from a height of 24". This is a speed of six miles per hour. To date, the switch has been tested to 265,000 cycles without a single missed operation. Existing pinball switches tested in the same way failed in as little as 11,167 operations! Others failed at just over 100,000 cycles. No soldering is necessary because the switch uses push-on connectors. It's shock, dust, and dirt resistant, and the translucent target head allows it to be back lit for an enhanced look.





The new Happ pinball target switch uses a keyboard switch that's rated at 10,000,000 Cycles between failures. That's a lot of pinball

One word of caution to technicians: The keyboard switch has an internal diode to allow it to be used in the switch matrix without the use of an external diode. When you test the switch (if you ever had a reason to do so) you will not get a normal "continuity" when the switch is closed. You must use the diode test setting of your meter and have the meter leads connected correctly.

For further information, contact:

**Happ Controls**
106 Garlisch Drive • Elk Grove, IL 60007
tel (888)289-4277 (BUY-HAPP) • tel (847)593-6130
fax (800)593-4277 (593-HAPP) • fax (847)593-6137
www.happcontrols.com
info@happcontrols.com

## PARTSTAR

As Play Meter readers are probably aware, I enjoy working with the hands-on stuff of electronics and amusement games. It's important to know what all the parts are, how to test them, and where to get replacement parts. When the Wico team split-up, sending its well seasoned staff all over the industry, my good buddy Wayne Segedie, former Wico merchandise manager, joined PARTSTAR, a division of Resource Electronics.

With all the inventory of Resource Electronics behind them, PARTSTAR has, virtually overnight, become the coin-op industry's primary source for things electronic. No, they don't carry flipper coils or rubber rings. But they do carry just about everything else, from alligator clips to oscilloscopes to work benches. They even carry the little 5 X 20 mm fuses. And while the PARTSTAR catalog might be a little short on graphic design, it's packed full of all the electronic repair stuff you need. If you like to look at all the pretty pictures, you can ask them for a Resource Electronics catalog.

Here's a suggested list of electronic components you might want to keep on-hand as replacements:

Diodes
1N4004 (general purpose diode)
MDA3502 (200 VOLT, 35 AMP BRIDGE RECTIFIER)

Transistors
2N4401 (general purpose transistor)
2N4403 (general purpose transistor)
TIP122 or SE9302 (pinball coil driver transistors)
TIP 36C (pinball coil driver transistor)
TIP 42 (pinball lamp driver)
2SC3039 (switching transistor for power supplies)
2SD870 (monitor horizontal output transistor in Electrohome or Wells-Gardner K4900 series)
2SD1398 (monitor horizontal output transistor in Wells-Gardner K7000 series)
BU508 (monitor horizontal output transistor in Hantarex MTC9000 monitor)
2SD1880 (monitor horizontal output transistor in Sharp Image)
2N3904 (pinball switch driver)
2N5550 (pinball switch driver) (2N5550 subs for 2N3904)
Integrated Circuits
7812 (+12 volt regulator)
7905 (-5 volt regulator)
7408 (integrated circuit - pinball solenoid driver circuit)
4011 (integrated circuit - pinball switch returns )
Capacitors
10uf, 250vdc (C107 replacement for Electrohome, C702 in W-G)
47 uf, 160 vdc (C511 replacement for Electrohome monitors)
100 uf, 25vdc
220 uf, 25vdc
470 uf, 25vdc
1000 uf, 16vdc low ESR \
2200 uf, 25vdc low ESR (for switching power supplies)
3300 uf, 16vdc low ESR /
For further information, contact:

**PARTSTAR**
746 Vermont Street • Palatine, Illinois 60067
tel (800)603-6222 • fax (847)359-9686

## MAZZCO

You gotta love these guys. When I called Mike Mazzaroli to let him know I was researching this article for Play Meter, I asked him what type of parts he felt were the most popular. He responded by sending me a list of his most popular items, including part numbers! MAZZCO has offices in Oklahoma, Indiana, and New Jersey, in addition to its main office in Illinois. The company has recently hired quite a few former WICO representatives, so you may find yourself dealing with the same rep you had before WICO closed its doors.

Here's the list of common replacement parts and supplies:

| ITEM # | DESCRIPTION |
|---|---|
| 17-25K7101 | GENERIC 25" MONITOR |
| 17-MONITOR 25A | MONITOR 25" W/GARDNER* REFURBISHED |
| 17-CH-25RA | CHASSIS 25" NEW *7193 |
| 64-VFM5+ | MARS VFM5 BILL VALIDATOR |
| 64-VFM5SLID6C | VALIDATOR WITH 600 BILL STACKER |
| 64-GL5+ | MARS GL5 BILL VALIDATOR (higher security than VFM5) |
| 64-GL5-LI-D6C | GL5 WITH DOWNSTACKER |
| 64-AL4-L1-U4C | MARS VALIDATOR UPSTACKER |
| 64-AL4L1D6C | VALIDATOR WITH 600 BILL STACKER |
| 17-0002 | POWER SUPPLY 15 AMP |
| 17-0150 | POWER SUPPLY 150 WATT 44-1040 |
| 46-BALL SET 2 | SET OF BALLS TAIWAN W 2 3/8 Q |
| 46-BALL SET 2A | SET OF BALLS TAIWAN W/ 2 1/4 Q |
| 46-5848 | BALL SET PREMIER BELG 2 1/4 Q |
| 46-5855 | BALL SET BELG STD 2 1/4 Q |
| 46-BALL SET 4 | BELGIUM STANDARDS |
| 46-5155 | BALL SET STD BELG 2 3/8 CUE |
| 46-8 BALL | 8 BALL |
| 46-UNI B | MAGNETIC CUE BALL UNIVERSAL |
| 17-260-32001 | ISOLATION XFORMER |
| 46-VALLEY CUE | CUE STICK VALLEY SUPREME |
| 46-SECONDS | CUE STICK VALLEY STANDARD |
| 46-VALLEY NC1 | VALLEY CUE STICK VALUE PRICE |
| 46-E117 | CUE STICK IMPORT MAPLE |
| 46-E113 | CUE STICK BIG BUTT 8114 50CT |
| 46-SUPREME LITE | CUE STICK VALLEY LITE WEIGHTS* |
| 46-FLOOR RACK 2 | STAND UP FLOOR RACK |
| 17-DOT | DOT MATRIX ASSM WMS 128X32ALT |
| 17-97501 | DISPLAY GLASS 7 DIGIT |
| 23-5670-12308 | DISPLAY GLASS 16 DIGIT ALPHA/# |
| 17-97505 | DISPLAY GLASS 7 DIGIT ALPHA/# |
| 25-0001 | ESD COIN CHUTE |
| 25-0001-75 | COIN CHUTE ESD .75 |
| 50-0002 | BB SMALL ORANGE 61413 |
| 48-0005M | DARTS MIXED COLORS (for Merit Scorpian) |
| 48-0001 | DART TIPS W/DIMPLE BLK 500 PER |
| 25-91-1113-01 | RED BUTTON COIN CONTROL .25 |
| 70-0110B | BALLS FOR SHOOTING GAMES |
| 75-50-7508-16 | ULTIMATE JOYSTICK BLACK |
| 75-50-8500 | SHIFTER DAYTONA 4-SPEED |
| 17-053X0528001 | FLYBACK 19K7900 SERIES W/G |
| 50-0002RWB | BASKETBALL R,W+BLUE 61433 |
| 50-0002A | BASKETBALLS YOUTH/INTER 61416 |
| 75-96-2100-12 | BLUE GUN ASS'Y LETHAL |
| 01-0044 | #44 6.3V BAY LAMPS |
| 01-0555 | #555 6.3V WEDGE LAMP |
| 04-1508 | F15T8 LAMP 25 PER BOX |
| 75-96-2100-10 | GUN LETHAL ENFORCER RED |
| 75-96-2100-17 | GUN LETHAL ENFORCER ORANGE |
| 19-515-0040 | MALLET WACKY GATOR |
| 25-91-1116-16 | COIN TRIP SW. BL/BLK QUARTERS |
| 23-A15847P | PLUNGER AND LINK NS 1994 |
| 07-1351 | COIN TRIP SW. |

## Users' Reports

*"We really liked our first Token Tech, which is why we ordered our second. I'm calling now to order our third."*

*"The Token Tech eliminates the need to spend hours making up rolls of 20 and 40 Tokens. We are saving enough labor cost to more than pay for it in less than two months."*

*"The best investment since we bought our fax machine. I can't ever imagine doing business without either one."*

*"We have good employees . . . The Token Tech removes the temptation for them to become "silent partners" by skimming the till."*

*"It's great! You should have come out with it 10 years ago."*

*"After using our Token Tech for Quarters, we are switching over to Tokens. Thanks to the dispenser, we got acquainted with your Token Systems."*

*"The Token Tech eliminates long lines at our cashier's cage. Our customers like it, too!"*

*"Our Batting Cage Tokens are valued at $1 each. Anyone with a high-value Token should be using a Token Tech."*

*"We use a larger size Token for our Carwash. All Tokens are sold through the Token Tech. It's accurate, and much faster, and it keeps our people honest."*

*"The first two Token Techs are excellent. We are sending our purchase order for six additional units."*

*"It's working just perfect. We love it!"*

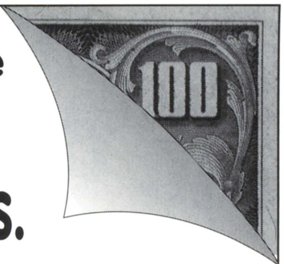
*"For a $3 Cigarette Token, it's the only way to do business."*

*"We were using a system which had the "illusion of control" . . . The first shift manager counted all our Tokens. The third shift manager emptied all the cashboxes, and did a day-end count."*

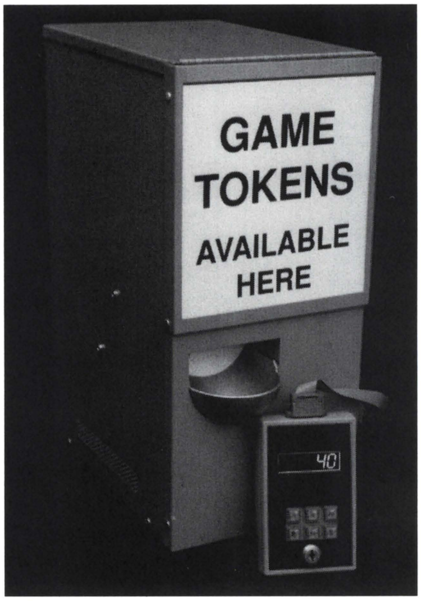
*"The Token Tech has simplified our whole operation, and we know exactly where we stand every hour."*

*"We bought a similar item, made in Europe. It cost a lot more, but it never worked right, so we sent it back. Your Token Tech is far superior."*

## If you want to take more of these to the Bank every week . . .



# Just Push the Right Buttons.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| .882 | 9,000 | 1.000 | 7,500 |
| .900 | 9,000 | 1.125 | 6,000 |

| Coin | Capacity | Coin | Capacity |
|---|---|---|---|
| US Quarter | 7,000 | Brazilian 20 Cruzados | 4,500 |
| Canadian 25¢ | 8,000 | Venezuela 1 Bolivar | 5,000 |
| Australian 20¢ | 5,000 | Chile 1 Peso | 4,500 |
| Canadian Dollar | 6,000 | Ecuador 1 Sucre | 4,000 |

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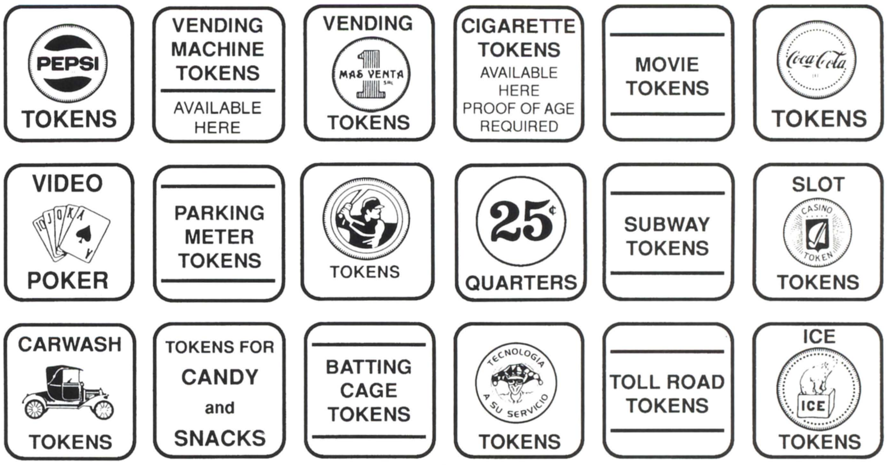
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## Imperial International

Imperial International is a division of H. Betti Industries and home to the world famous Peter Chou power supply. With an outlet on each end of the country (Imperial has an office in California as well as the main office in New Jersey), Imperial International carries all the stuff you would expect of a major parts house including monitors, buttons, darts, locks, crane parts and bulbs.

Imperial is also a major supplier of billiard supplies. I like dealing with these guys. They have ALWAYS come through for me when I needed something. Imperial International is also the place I go to get replacement parts for power supplies, including the high-speed output diodes, chokes and, especially, output filter capacitors.

For further information, contact:

**Imperial International**
621 W. Route 46 • Hasbrouck heights, New Jersey 07604
tel (800)526-6261 • tel (201)288-9199
fax (201)288-8990
**West coast office:**
**Imperial International**
5116 N. Azusa Canyon Road • Irwindale, CA 91706
tel (800)423-2753 • tel (818)962-1024
fax (818)962-1311

## J-S Sales Co. Inc.

If you're into billiards, J-S Sales Co., Inc. is one supplier you definitely want to check out. This self-proclaimed "billiards specialist" also carries a wide range of replacement spares for amusement and table games including power supplies and coin counters. J-S often sends me new power supplies for evaluation and testing. Its products are always first-rate.

For further information, contact:

**J-S Sales Co., Inc.**
5 So. Fulton Ave. • Mt. Vernon, NY 10550
tel (800)431-2944 • tel (914)668-8051
fax (914)668-8735

There are other suppliers as well. See Play Meter's directory issue for a complete listing of all of them or visit the Coin-Op Yellow Pages at (http://198.70.210.46/aim/yelopage.html).

If you have any questions or comments, please do not hesitate to contact me at 1944 Falmouth Dr., El Cajon, CA 92020-2827; (619)593-6131; fax (619)593-6132; e-mail (aim@thegroup.net) or web site (http://198.70.210.46/aim).

Note: (http://198.70.210.46/aim) is the new URL for Amusement International Magazine, the on-line home of Play Meter Magazine. That's all for this month. See you at the Arcade School! ▲

# TECHNICAL TRAINING FOR OPERATORS AND MECHANICS

Textbooks - Videotapes - Classroom Instruction -

| | |
|---|---|
| Randy Fromm's Big Blue Book *New!* 2nd Edition of Really Great Technical Information | $49.95 |
| All-You-Need Beginning Electronics for Operators 2 tapes | $ 79.95 |
| Basic Videogame Troubleshooting | $ 49.95 |
| Diodes, Transistors and Other Semiconductors 2 Tapes | $ 79.95 |
| Easy Pinball PC Board Repair | $ 49.95 |
| Conventional Power Supplies (used in pinballs and monitors) | $ 49.95 |
| Videogame Monitor Repair Made Simple 3 Tapes | $109.95 |
| Switching Regulator Power Supplies | $ 49.95 |
| Videogame Conversions | $ 49.95 |
| Using a Digital Multimeter | $ 39.95 |
| How to Use an Oscilloscope | $ 49.95 |
| **Package Deal.** All videotapes in this box plus the Big Blue Book | $550.00 |

## OTHER VIDEOTAPES OF INTEREST

| | |
|---|---|
| Servicing Bill Acceptors | $49.95 |
| Servicing Video Lottery Printers Vol. 1 NCR | $49.95 |
| Servicing Video Lottery Printers Vol. 2 TDC | $49.95 |
| Understanding Digital Electronics - 2 Tapes | $79.95 |
| Microprocessor Systems and Microprocessor Troubleshooting - 2 Tapes | $79.95 |
| Servicing XY Monitors | $39.95 |
| The Business Side of Redemption | $39.95 |

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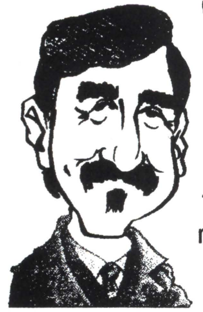

Randy Fromm

## "HANDS-ON" TRAINING With Randy Fromm Technical writer for Play Meter Magazine

**Orlando, FL - October 21st - 25th, 1996**
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# An introduction to analog-to-digital converters: Part One

**Here's a realistic look at the components that convert analog signals from the real world into digital signals for use in logic circuits.**

LARRY MUNDAY

This article presents a brief overview of analog-to-digital converter technology. It begins with a sample application that is used to introduce the parameters and limitations associated with ADC's. We will also be discussing the different terms to describe how a ADC works. In part two next month, I'll compare several of the most common types of converters. And finally, the ADC0800 IC is discussed in detail.

## Example application

Although I could have made this example to reflect a video game's gas pedal or analog joystick, I felt a more simple device would serve the purpose better. Our example ADC application comes from the automotive industry, a seat control system with two position memories. The system's user interface consists of five pushbutton switches.

Two switches allow the drive to manually move the seat forward and backward. Once the seat is positioned correctly, the driver then presses the set button followed by the button corresponding to his driver number; either 1 or 2. The next time the driver gets behind the wheel, all he needs to do to recall his memorized seat position is to press the switch corresponding to his driver number.

Besides needing to know where the driver would like to move the seat, the digital controller also needs to know where the seat is currently located. Acquiring that information is the job of the analog-to-digital converter in the system.

The driver's seat is connected to a linear-movement potentiometer. One end of the potentiometer is tied to +5 volts, while the other side is connected to ground. Therefore, when the seat is at the full-forward position, the potentiometers wiper terminal will have 0 volts, and that voltage will increase as the seat is moved backwards.

An analog-to-digital converter is used to read the continuously variable potentiometer voltage (Va). By reading the digital output of the ADC, the system's controller can determine the location of the driver's seat at any given time.

Once the digital controller knows where the driver wants to move his seat, and where the seat is currently located, all it needs to do is to calculate the distance and direction the seat needs to travel. The controller can now turn on the motor in the appropriate direction. By continually monitoring the position of the seat via the ADC, the controller can turn off the motor when the desired position has been reached or until it has reached it's mechanical limit. Using this example as a basis, we can now discuss a number of key terms used with a ADC.

## A/D converter terminology

The primary figure for any A/D converter is its "resolution." The most common resolution is 8 bits, meaning that the analog voltage input to a ADC is transformed into digital data (called codes) consisting of 8 binary bits. Because 2 to the 8th is 256, an 8-bit ADC can output 256 valid codes.

Assume that the ADC used in our auto example has 8-bits of resolution. When the seat is in the full-forward position, the input to the ADC will be 0 volts, while the output lines would read B00000000 (note that the "B" indicates a binary number). When the seat is in the halfway position, the input voltage to the ADC will read 2.5 volts, while the output will be B01111111 (127 in decimal). Fully backward, the input is 5 volts and the output would be B11111111 (256 in decimal).

To obtain the output code for any input voltage to an ADC, the following equation is used: Vd=INT(Va 2n/Vref). Where Vd is the digital representation (in decimal notation) of Va, which is the analog input voltage to the ADC, n is the number of bits of resolution provided by the ADC, Vref is the ADC referance voltage (which equals the maximum value of Va), and int is the integer portion of the expression in parenthesis.

Next assume that the full travel for the seat is eight inches. We can convert the resolution of the ADC from the number of binary bits to the equivalent physical distance by dividing the number of valid codes into the physical distance, therefore; 8 inches/256 codes = 0.125 inches. From this we can see that the digital system can only determine the location of the seat to a maximum resolution of 1/8-inch. If better resolution than this is required, an ADC with more than 8 bits of output should be used.

Table 1 might help give you a better idea of the numbers associated with the resolution of an ADC. The table uses a 4-bit ADC in the seat control example (not eight bits as we have been discussing). You should keep in mind that a 4-bit ADC would not be practical in this application because its resolution would only be 1/2-inch (8

Table 1 Analog Voltage And Digital Output

| D | Va | Binary Vd | Dec. Vd |
|---|---|---|---|
| 0.0 - 0.5 | 0.0000 - 0.3125 | 0000 | 0 |
| 0.5 - 1.0 | 0.3125 - 0.6250 | 0001 | 1 |
| 1.0 - 1.5 | 0.6250 - 0.9375 | 0010 | 2 |
| 1.5 - 2.0 | 0.9375 - 1.2500 | 0011 | 3 |
| 2.0 - 2.5 | 1.2500 - 1.5625 | 0100 | 4 |
| 2.5 - 3.0 | 1.5625 - 1.8750 | 0101 | 5 |
| 3.0 - 3.5 | 1.8750 - 2.1875 | 0110 | 6 |
| 3.5 - 4.0 | 2.1875 - 2.5000 | 0111 | 7 |
| 4.0 - 4.5 | 2.5000 - 2.8125 | 1000 | 8 |
| 4.5 - 5.0 | 2.8125 - 3.1250 | 1001 | 9 |
| 5.0 - 5.5 | 3.1250 - 3.4375 | 1010 | 10 |

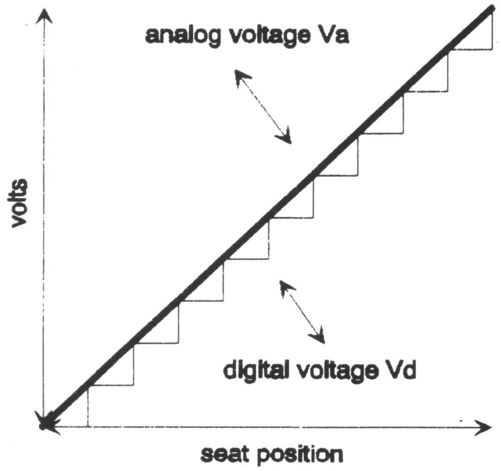

figure 1

inches/16 codes). The table is presented for illustration purposes only.

The first column of Table 1, labeled "D" is a measure of seat travel distance (in inches). The second column, Va, gives the corresponding analog voltage that would be sent by the potentiometer to the ADC. The last two columns give the resulting digital output of the ADC, one in binary notation, and the other in standard decimal numbers.

Today, 8-bit A/Ds are by far the most commonly used converters. but is not the only resolution available on the market. There are also 10, 12, and 16-bit integrated circuits. Everything else being equal, it generally costs more to purchase ADCs with better (higher) resolutions.

For our sample application a 10-bit ADC would be able to resolve the distance, D, into 0.0078125 inch increments, while a 12-bit ADC could resolve D down to 0.001953125 of an inch.

## Quantization error

Closely tied to the resolution of an ADC is its quantization error. Figure 1 shows a plot of the analog input voltage and the digital output of a 4-bit ADC. Since the digital output can only have certain discrete values, there is an inherent error of the device that is called the quantization error. By definition, this error is the difference between the analog-voltage equivalent of the digital output of the actual analog-voltage input.

The error induced by the quantization error varies based on the design of the A/D converter. To the balance the effects of this error, most designs use what is called a "half-bit offset" of the analog input voltage. This reduces the offset of the quantization error from a maximum of one full bit (as seen in Table 1) to a more acceptable plus-or-minus one-half of the least significant bit.

## Conversion time

Another key parameter for an ADC is conversion time. Due to the time delays and processing steps internal to the converter, there is a delay between the time a ADC chip is told to perform a conversion, and when the result is available to be read on the binary output lines. This delay is known as the conversion time. The main reason conversion time is important is that this determines the maximum sampling rate, and hence the ultimate bandwidth of the system.

## Nonlinearity

Nonlinearity (also called linearity error) is the last parameter of ADCs that merits a detailed discussion. This error can be induced by a number of factors, but most commonly associated with component variation within the ADC integrated circuit.

Every 1-bit transition of an A/D converter is designed to occur at regularly spaced intervals of the input voltage. For example, in the car seat application, a new code was assumed to be generated by the ADC every time the seat was to move 0.125 of an inch. Because of the converter's nonlinearity, the actual transition point could be above or below that point, say for example plus-or-minus 5 percent. This is called the device's nonlinearity, and is generally specified by the device's manufacturer as a fraction of the device's least significant bit (LSB). ▲

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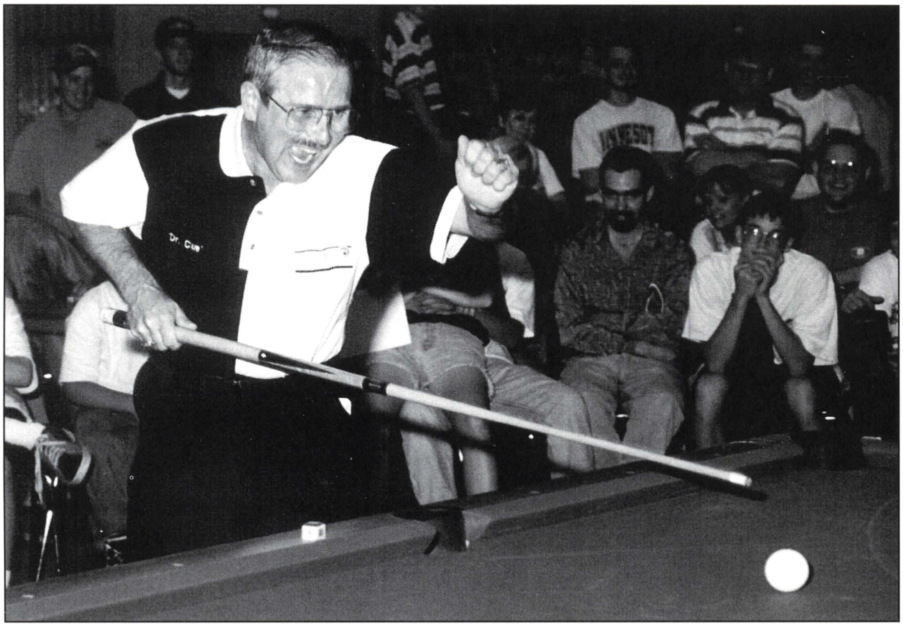
# VNEA Junior Championship draws top young players



Dr. Cue Tom Rossman peformed for the juniors and conducted the 1st Annual VNEA Intl. Junior Artistic Pool Championships.

LEAGUE ASSOCIATION
VNEA

Minor's Division champions, (l-r): sponsor Wayne Coliver, Aaron Coliver, Adam Smith, and Darcy McGinley.

The Convention Center in Sioux City, Iowa, played host to the 6th Annual VNEA International Junior Championship with talented young players from across the country competing on 80 Valley pool tables.

Players from 28 different VNEA charter members were on hand to compete for international recognition along with trophies, beautiful prizes, and U.S. Savings Bonds. Huebler Industries, represented by Paul Huebler and Bill McConnell, donated 36 beautiful cues to the top four finishers in each division.

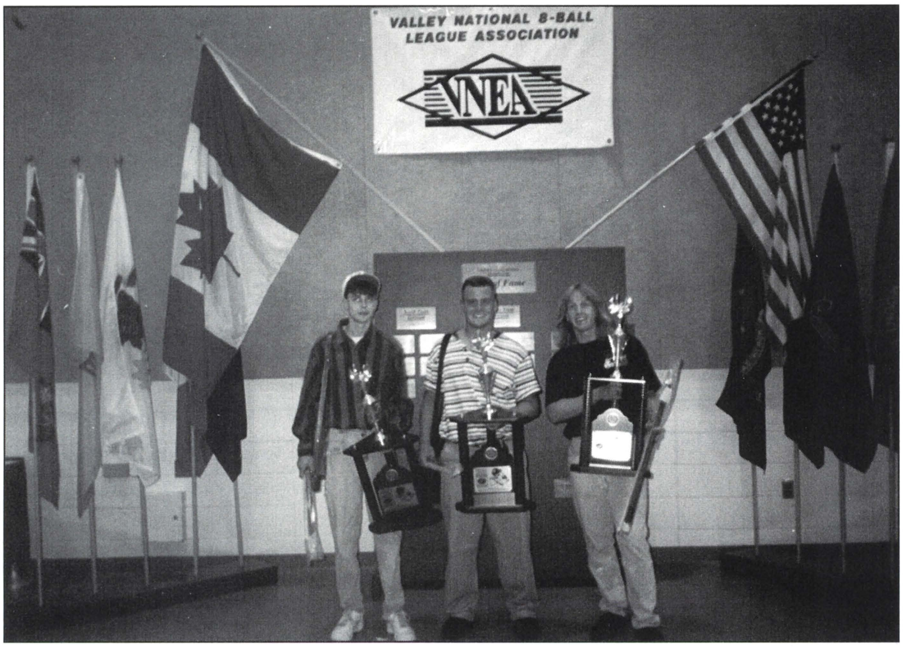
With a record total of 130 three-person teams and over 400 singles entrants, the junior championships continued to break new ground and set new standards for youth pool. "Our junior program has blossomed from only 12 teams a mere five years ago; we expect this program to achieve huge success in the future," said VNEA executive director Gregg Elliott.

The Singles competition kicked off the event with players competing in three separate divisions: Youth (ages 9-13), Minors (ages 14-17), and Majors (ages 18-20). Juniors not making the Singles competition were allowed to compete in separate Mini-Singles tournaments offering cues and cases as prizes.

Special guests included instructor Jerry Briesath, academic dean at The Pool School in Madison, Wis.; speed pool expert David Pearson (Ginger Wizard), who challenged the youngsters to challenge games and prompted the 1st Annual VNEA Intl. Junior Speed Pool Championships; and Dr. Cue Tom Rossman, who conducted several artistic

Wall of Fame

From left: Larry Davis of Valley, Bill McConnell of Huebler, Paul Huebler of Huebler, and Dave Courington and Kent Running, both of Valley.


VALLEY NATIONAL 8-BALL LEAGUE ASSOCIATION
VNEA
Wall of Fame

Major's Division champions, (l-r): Dan Razajczyk, Tom McCluskey, and Tom Cox.

pool challenges and oversaw the 1st Annual Junior Artistic Pool Championships.

The Official Team Opening Ceremonies kicked off Saturday morning with a colorful display of flags. Marching to the sounds of "Rocky," 14 excited juniors led by mascot Charlie Cougar began a procession of state flags along with United States and Canadian flags. On hand were Elliot and assistant executive director Brian Elliot; tournament director Don Kruger of D & R Star in Rochester, Minn., and Dave Courington of Valley Recreation Products in Bay City, Mich.

Huebler welcomed the players and gave the invocation, and tournament committee members, including Craig Dumbei, Bill Lane, and Don Hunter played a major part in the event as well.

After a long day of rugged team competition, players relaxed with an Adult/Junior Scotch Doubles event. As in year's past, the Best Dressed Team competition also brought out a more light-hearted spirit with Cue Sport Billiard Academy Shooting Stars (Joe Abraham & Sons Amusement) of Peoria, Ill., taking top honors.

Special thanks were expressed to Valley Recreation Products, Huebler Industries, C & N Sales, D & R Star, Viking Cues, Mali Cues, Falcon Cues, and New Image.

Here's a look at the full results:

**Youth Singles Division:** 1st—Luke Hagen (C & N Sales); 2nd—Tyson Hodgin (C & N Sales); 3rd—Shane Van Boening (Rushmore Amusement) and Reeves Koster (D & R Star).

**Minors Singles Division:** 1st—Tim Blake (Central Distributing); 2nd—Gary Nagel (Wal-Mac Amusements); 3rd—Brian Solhied (C & N Sales) and Jarrod McIntyre (Central Distributing).

**Majors Singles Division:** 1st—Michael Yankowski (Wal-Mac Amusements); 2nd—Tony Marksick (Central Distributing); 3rd—Jeremy Peck (D & R Star) and Ben Larson (D & R Star).

**Youth Team Division:** 1st—Lakota Hot Shots (Automatic Vendors); 2nd—Q & Feather Hummingbirds (C & N Sales); 3rd—Shenanigans Sharks (Manford Music).

**Minors Team Division:** 1st—Natural Born Killers (Western Automatic); 2nd—B.P. Cues (D & R Star); 3rd—Wagners Lunch # 101 (D & R Star).

**Majors Team Division:** 1st—Nique of Time (Madison Coin Machine); 2nd—Wavelengths Delinquents (Wal-Mac Amusements); 3rd—Billiards on Broadway-Team Moe (United Music Co.). ▲

# Tornado championships held in Louisiana

Pre-registration topped previous years at the 1996 Tornado National Foosball Championships held over the holiday weekend, July 5-8, at the New Orleans Airport Hilton.

Event co-sponsors included AMA Distributing of Metairie, La. and Genco Amusement of Bogalusa, La.. Close to 700 top notch players competed in six different categories, and prize money totalled $50,000.

Team V-Max of Lafayette, La., which included Kelly Hebert, Matt Steward, Cameron Langley, and Sal Musso, took top honors in the Four-Man Team League competition. Here's a look at the singles and doubles results:

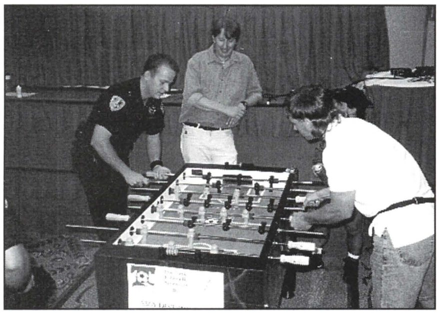
**Open Doubles:** 1st—Bob Diaz of Florida and Terry Moore of Illinois; 2nd—Scott Wydman and Todd Loffredo, both of Colorado; 3rd—Evan Stachelek and Ron Sipiora, both of California.

**Open Singles:** 1st—Greg Perrie of California; 2nd—Terry Moore of Illinois; 3rd—Scott Wydman of Colorado.

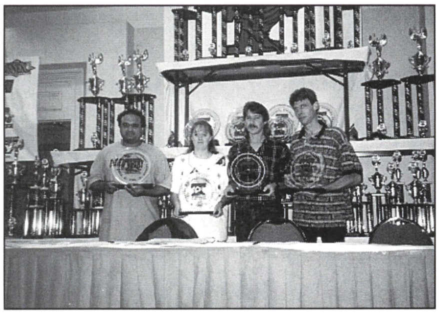
**Open Mixed Doubles:** 1st—Melanee Tosh of Oklahoma and Scott Wydman of Colorado; 2nd—Laurette Gunther of Washington and Chris Dube of Missouri; 3rd—Renee Smith and Mark Snyder, both of Texas.

**Women's Doubles:** 1st—Cindy Head of Alabama and Tracy Hill of Texas; 2nd—Moya Tielens of Canada and Laurette Gunther of Washington; 3rd—Kathey Richey and Diane Park, both of Oklahoma.

**Women's Singles:** 1st—Cindy Head of Alabama; 2nd—Tiff Billirakis of Illinois; 3rd—Stephanie Dean of Oklahoma. ▲



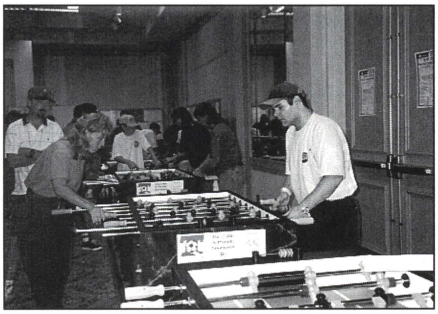
Sheriff's deputy David Short warms up with his brother John Short while foosball's only play-by-play announcer, Jim Stevens, watches.



League runners up, (l-r): Steve Grant, Renee Smith, Daniel Smith, and Dave McBride.

The League playoffs saw heated competition.

Lane Kimbrell (l) takes on Louis Barcelona during the Singles competition.



Women's Singles and Doubles winner Cindy Head more than holds her own against Greg Croger in an Open Singles match.

Caryn Varadinek (l) and April Mendel enjoy a Doubles match.

The house was packed for the Tornado National Foosball Championships held in New Orleans.

# WAMO dart members SCORE BULLSEYE

Wisconsin is known as the birthplace of electronic, soft-tip darting, and the Wisconsin Amusement & Music Operators Association (WAMO) Dart Division's 12th anniversary tournament was soft-tip darting at its finest.

Over 66 operators of organized and WAMO-sanctioned dart leagues converged on the Holidome in Stevens Point for four days of competition under the guidance of the association's volunteer Dart Tournament Committee.

Every one of the 150 coin-op dart games provided by Arachnid, Merit, and Valley Recreation Products were needed to meet the needs of the huge event. There were 5,395 total entries, 3,111 individual players, and 66 charter members. Purse and awards totaled over $105,000 in addition to the $7,200 raised for the Muscular Dystrophy Association.

"This was our finest event to date," said WAMO past president Eric Jacobson. "The WAMO league network and the cooperation of our volunteers has built this event into what it is today. We are very proud of our player base and all contributing parties and a very special thanks has to go to the Dart Committee.

Special contributors to the event's success included chairman John Speers of Winnebago Coin, Fond du Lac; host operator Scott Dougherty of D & D Amusements, Wisconsin Rapids; Video Doctors of Green Bay, which supplied prizes and shuttle services; Pioneer Sales and Services; Viking Vending, tournament coordinator Dale Saunders of Appleton; and other committee volunteers: Joe Jacobson of Amusement Devices Inc., Appleton; Mike Tate of Theisen Vending, Minneapolis; Mike Bohrer of Hastings Distributing, Milwaukee; Rosalie Jacomet of Red's Novelty, Milwaukee; Lisa Iaquinta of Sam's Amusements, Kenosha; Don Stowe of Midstate Amusement Games, Oshkosh; Mike Mellen of Mellen Sales and Service, Green Bay; Mike Jensen of Stansfield Vending, LaCrosse; and Ralph Fleege of Mitchell Novelty, Milwaukee.

Here's a look at the results:

**Cricket Singles Winners:** Scott Kirchner (Classic), Larry Johnson (Masters), Michael Haase (AAA), David Brian Marotz (AA), Dave Stahler (A), Kim Krayecki (B), Reini Goecks (C), and Bob Cullen (D).

**Doubles 301 Winners:** Tory Gould and Scott Kirchner (Classic), Steve Melby and Grey Roskos (Masters), Dean Hjelden and Randy Geiger (AAA), Kevin Starks and Mike Hogan (AA), Ted Corey and Bob Hart (A), Tom Christian and Matt Kallas (B), Stan Schneider and Victor Schneider (C), Pam Dischler and Bobrett Muscarello (Women's A), Terri Thomas and Mary Jo Theyerl (Women's B), and Shannon Heidenreich and Michelle Muha (Women's C).

**Team 301 Winners:** Rick Wnuk, John Mielcarek, Jeff Newell, Bruce Holmes (Classic); Tim Stahle, Marty Stahle, Bob Senert, Mike O'Neil, Larry Sorrenson (Masters); Mike Johnson, Aaron Johnston, Kelly Lien, Jeff Johnston (AAA); Shannon Heidenreich, Don Heidenreich, Keith Radke, Steve Holland, Duane Johannon, Chris Martz (AA); Robert Myers, Randy Jensen, Kevin Carter, Doug Schultz (A); Ken Cartwright, Doug Hawkins, Pat Miller, John Nacke, Lance Burt (B); Tim Schmit, Bob Cullen, Bryan Green, David Jundra, Randy Morgan (C); Carolyn Nessman, Sharon Sontag, Cindy Mielcareck, Kristine Stori, Kim Hebenstreich (Women's A); Shirley Trones, Peggy Sargent, Shelly Norcross, Diane Christianson (Women's B); Sandy Schmidt, Karla Urbaniak, Rachel Koepke, Bonnie Hemschemeyer, Julie Guell (Women's C).

For more information about WAMO or the tournament, contact executive director Maxine O'Brien, 1468 N. High Point Dr., Middleton, WI 53562; (608)836-6090. ▲

# Ohio pool championship
# DRAWS RECORD CROWDS

The 15th Anniversary Ohio Coin Machine Association/Valley National Eight Ball Association State Pool Championship drew a record 26 OCMA member operators when it was held at the Canton Civic Center.

Four teams were crowned Ohio State Champions during the fiercely competitive three-day events utilizing 60 pool tables.

The Open Division comprised 254 teams, the Master's Division 15 teams, and the Women's Division 10 teams. A total of 1,573 tournament players competed for over $50,000 in prizes, trophies, and a chance to compete at the VNEA International Championships in Las Vegas.

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A total of 800 players participated in the mini-singles tournament held Thursday night. Elum Music (Massillon) served as the 1996 tournament operator host, with tournament sponsors including Valley Recreation Products, High Country Promotions, Shaffer Distributing, Esber Beverage/Miller Brewing, SKOAL, SNAP Promotions, Downing Billiard Supplies, Canton Civic Center, and the Canton/Stark County Convention & Visitors Bureau.

Member operators included A. Van Brackel & Sons (Defiance), ABC Music (Dayton), ACME Music (Niles), Alexander Music (Youngstown), B & B Music (Cleveland), Bell Music (Akron), Bremer Vending (Toledo), C & J Games (Tiffin), Clark Vending (Germantown), Coin-Op Vending (Columbus), D & D Darts (Jewett), Eagle Automatic Music (Steubenville), Elum Music (Massillon), Fairfiled Vending (Lancaster), Gem Music (Dayton), Gold Coin (Bellbrook), Hughes Music (Springfield), Hull & Sons (Mt. Vernon), Lorain Music (Crestline/Loraine), Nick's Music (Toledo), Ohio Vending (Elyria), R & Z Vending (Dayton), Shaffer Services (Columbus), Stebelton Music & Vending (Lancaster), Thomas Vending (Marion), and W-K Music (Columbus).

Special thanks went out to OCMA Pool Tournament advisory officers including president Steve Guilford, first vice president Dave Yuhas, second vice president Mike Fowler, secretary Jerry Dunbar, immediate past president Toni Dunbar, OCMA executive director David Corey, and the many statistician and referees. Recognition also went to OCMA president Michael Zappa, treasurer Larry Van Brackel, statistician Bev Bazill, and referee coordinator Mary Meade.

Tournament results were as follows:

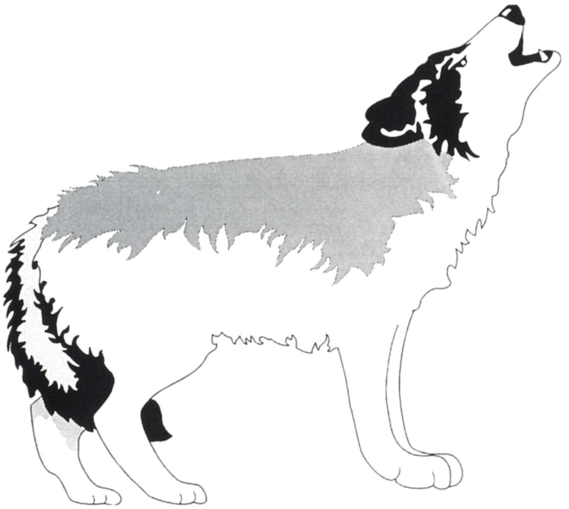
**Open Division:** 1st—Cabaret #1 (Lorain Music Co. of Crestline); 2nd—Markey's (ABC Music of Dayton); 3rd—Shooters (Gem Music of Dayton).

**Master's Division:** 1st—Airways (ABC Music of Dayton); 2nd—On the Snap #2 (Elum Music of Massillon); 3rd—Ship 'N Shore (Nick's Music of Toledo).

**Women's Division:** 1st—Looney Tunes (Gem Music of Dayton); 2nd—Galaxy Strokers (Eagle Automatic Music of Steubenville); 3rd—Cue Ball Express (Shaffer Services of Columbus).

**Women's Master's Division:** 1st—Ship 'N Shore #4 (Nick's Music of Toledo); 2nd—Sports 'N Spuds (Shaffer Services of Columbus); 3rd—Airways (ABC Music of Dayton). ▲

# How To Tell The Original From A Copy.



*Sometimes you have to look hard to tell a copy from an original, even with route-management software, but the differences are very real.*

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# WHAT'S NEW

## SPIDER STOMPIN' DELUXE

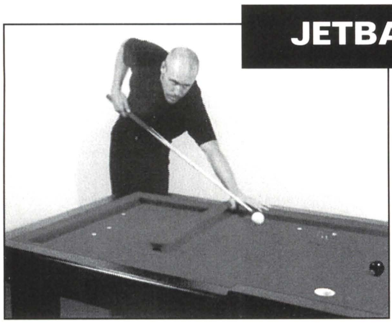
Island Design introduces the sequel to its award-winning game *Spider Stompin', Spider Stompin' Deluxe,* which features game play enjoyed by both kids and adults.

The new game also features a number of improvements that make it even more appealing to players and operators including a new animated display for visual stimulus, new bonus feature, new graphics package, easier access for operator service, and an improved PCB for more control of the lighting.

Game dimensions are 57" long x 41" wide x 66" high. *Spider Stompin' Deluxe* is currently available.

For more information, or distributor referral, contact Island Design, 611 Rockland Road, Suite 205, Lake Bluff, IL 60044; (847)785-9145; fax (847)785-9265.

## JETBALL



Jetball Double-Decker Pool Tables presents its *Jetball* billiards game with a table design that gives players the added fun and challenge of adjusting and developing their accuracy and improving their touch.

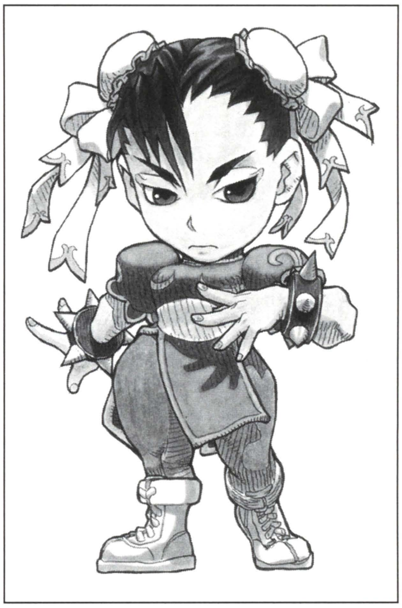
The two-level design also adds the psychological motivation of getting to the upper level and not getting stuck in the dungeon-like lower level.

Multicushion design calls on competitors to use bank shots and cuts in entertaining and interesting ways that have never before been possible. The table design incorporates a board game effect of routing the ball around the internal cushions, up ramp, and special sections. The lower level is like jail in Monopoly while the upper section is akin to "Proceed to Go."

*Jetball* consists of three points per game, making them shorter and more fun because any shot can win the point and each shot is more critical and suspenseful since it adds more climactic levels to the game. Each point is a duel in a chess-like fashion.

For more information, or distributor referral, contact Jetball Double-Decker Pool Tables, 3435 Ocean Park Blvd. #112, Santa Monica, CA 90405; (310)301-2888; fax (310)305-9334.

## SUPER PUZZLE FIGHTER II



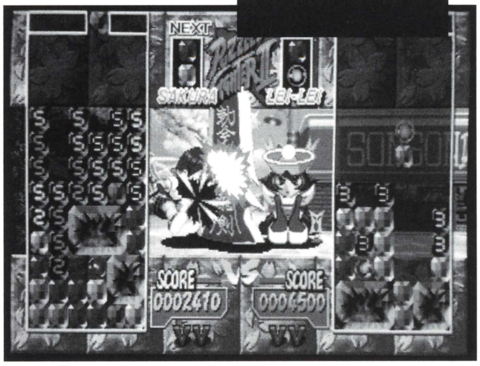
Capcom Coin-Op announces *Super Puzzle Fighter II,* the highly addictive puzzle game that pits players against one another or the computer.

Players can create dream matches between Ryu, Chun-Li, Ken, and Sakura from *Street Fighter Alpha 2* and Felicia, Hsein-Ko, Donovan, and Morrigan from *Night Warriors.*

Simple rules and fantastic graphics enable novice players to quickly grasp the basic functions of the game without having to learn complicated chains and advanced techniques.

Players stack falling, colored Gems and then destroy parts of their stack with Crash Gems. Puzzle Fighter's Counter Gem System then drops Gems on the opponent's stack, potentially upsetting his strategy.

When one player hits the other with the Counter Gems, the character taunts the other verbally or attacks by throwing things such as fireballs and knives. Features include nine fight levels, quality graphics, three difficulty settings, and complete A/B kit or B Board for CPSII System.



For more information, or distributor referral, contact Capcom Coin-Op, 3311 N. Kennicott Ave., Arlington Heights, IL 60004; (847)797-6215; fax (847)797-6218.

# WHAT'S NEW

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SCREEN

## TOUCHMASTER

Williams Electronics Games introduces its first offering in the multi-game touch screen market, *Touchmaster,* as well as the company's newest pinball game, *Tales of the Arabian Nights.*

The tactile feel of *Touchmaster* is unique in that the action generated by touching the screen occurs when a player's finger is removed from the screen, not when the finger first makes contact. When first contact is made, the screen recognizes the area touched but then allows the indicated object to be dragged or the action canceled.

*Touchmaster* offers an original library of nine games from which to choose. They include the card games Royal Quest, Target 21, and Solitaire with a tournament mode; the word game Wordz; the shell game Shell Shock; the new basketball game Hot Hoops; and a licensed knowledge game from Ripley's Believe It or Not. Regular game updates will be put out by Williams.

The placement of the board allows easy access for operator upgrades, and there is a unique side-cabinet hinge that allows operators to test the game without disabling the coin mech and bill acceptor. It is offered in both a countertop and classic cabinet.

Williams has loaded *Touchmaster* with state-of-the-art memory to enable game intelligence and storage, and operators will notice the vast capabilities and information in the diagnostics screens which are easily accessed with fingertip convenience.

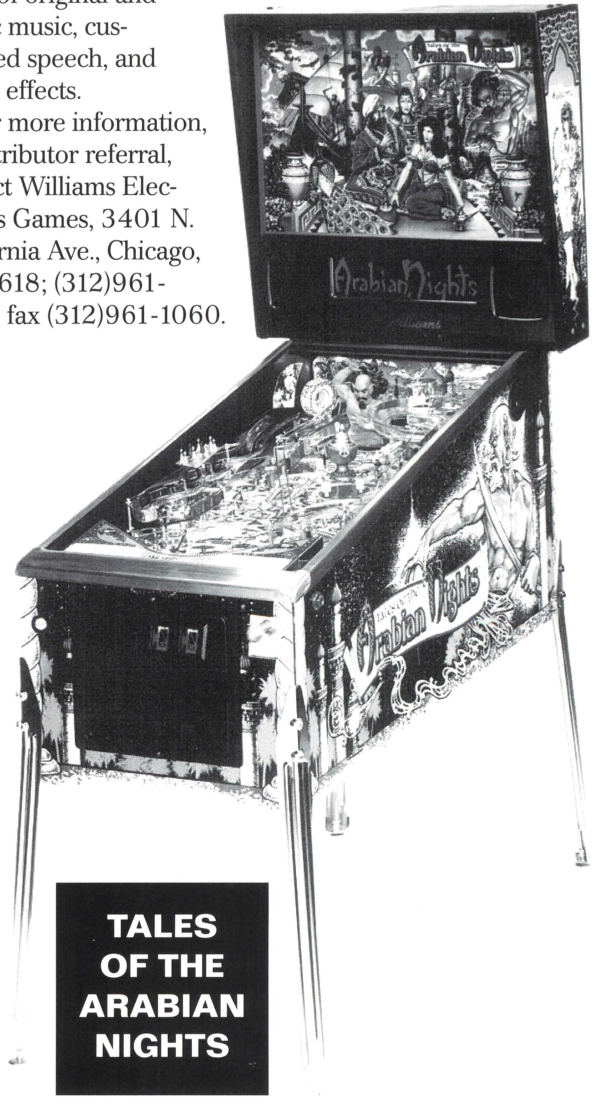
In *Tales of the Arabian Nights,* game play transports players to ancient Baghdad, where a beautiful princess has been captured by an evil genie. The player is challenged to collect seven jewels for their scimitar in order to engage the genie in a final battle to release the princess from the genie's bottle. Players collect jewels by traveling through the city and completing each of the tales of the Arabian Nights.

The game was designed so that players of all skill levels will be able to access features such as the flaming gong, shooting stars, and Aladdin's lamp. The lamp is positioned in the middle of the playfield so beginners that aren't as skilled at controlling the ball will still hit it, causing it to spin and increase the player's bonus. Players can also have their wish granted after rubbing the lamp enough; wishes range from bonus points to jewels.

Experienced players will be pleased with skill shots, which change from game to game. They can also summon spikes that rise up to save the ball before it drains, and there is even a flaming gong that has a magnetic field to grab the ball and hurl it back out at players like a fireball.

Game features include advanced dot matrix animation technology and the DCS sound system which incorporates a score of original and classic music, customized speech, and sound effects.

For more information, or distributor referral, contact Williams Electronics Games, 3401 N. California Ave., Chicago, IL 60618; (312)961-1000; fax (312)961-1060.



## TALES OF THE ARABIAN NIGHTS

# WHAT'S NEW

## TOURNAMENT MEGATOUCH IV

Merit Industries announces its latest release, the *Tournament Megatouch IV*, offering regular play while adding the competitive atmosphere that comes along with tournament action.

Five games are available in the tournament mode: Run 21, 11-Up, Tri-Towers, Royal Flash, and Great Solitaire. A new strategic game available in regular play, Conquest, is also being introduced, and all new questions and phrases are available for classic earners like Phraze Craze and Trivia Whiz.

Tournament programmable automated features include an adjustable award system, tournament game rotation, start/stop time settings, pin number security for high scorers, cash or points award systems, and individual tournament duration.

Players select standard play or premium-priced, multi-round tournament competition from the menu, and the operator-selectable prize pool, redemption points or cash, builds from the tournament coin drop. At the end of the tournament, the unit automatically splits the prize pool among the three high scorers. High score name entries with player PIN numbers provide security.

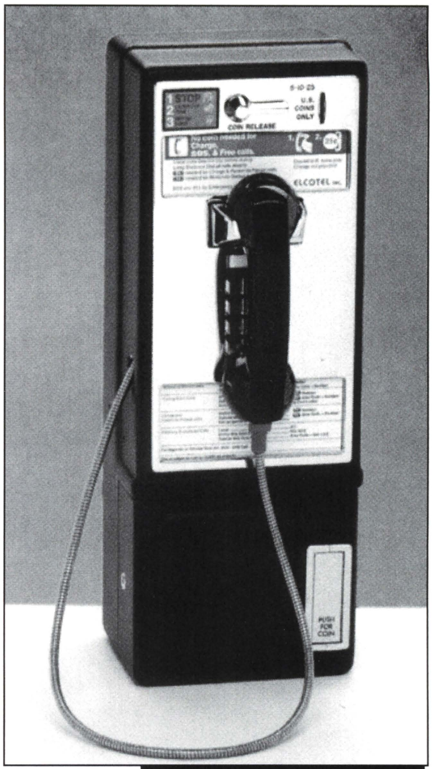
The game retains and displays all prize award information until claimed, and paperwork that would be generated by players and operators is eliminated as a result of the complete bookkeeping security feature.

Additional features include enhanced player attraction modes, high scorers screen, adjustable game pricing, software available to meet individual state requirements, future expansion capability, and future multilocation tournament play feature.

For more information, or distributor referral, contact Merit Industries, P.O. Box 5004, 2525 State Road, Bensalem, PA 19020; (215)639-4700 or (800)523-2760; fax (215)639-5346.

TOURNAMENT
MEGATOUCH
TOURNAMENT
MEGATOUCH

## BELL-STYLE PAY PHONE



G-Tel Enterprises Inc. has added to its pay telephone line a traditional Bell-style wall phone. It looks exactly like the one that the public has already been using for the past 25 years.

In addition to its familiar appearance, the phone contains its own computer intelligence which can be custom programmed on site by the operator to allow for free numbers and calling rates for both local and long distance calls. It handles both coin and credit card calling.

Instead of letting the phone company collect all the profits, G-Tel's phone allows location operators to keep the revenue for the price of the line charge.

Features include vandal-resistant housing and design, industry standard heavy duty plastic, a coin box that holds $150, high tolerance keypad, and voice instruction for all calls. Dimensions are 21" high x 8" wide x 6" deep.

For more information, or distributor referral, contact G-Tel Enterprises Inc., 16840 Clay Road, Suite 113, Houston, TX 77084-4067; (713)550-5592 or (800)884-4835; fax (713)550-1028.

## SPACE PROBE

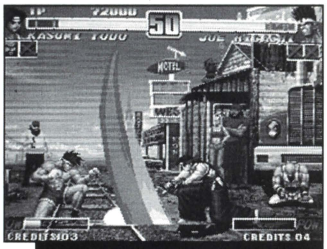
Bromley introduces the crane game *Space Probe* that challenges players to control a lander craft and maneuver it over the lighted volcanic crater to land safely and win big.

Game features include a high quality crane mechanism, plywood construction, 100 percent solid state electronics, multistack ticket tray, low ticket indicator, spectacular black-light interior effects and colorful dot matrix display, and an operator-adjustable second change for double tickets play function. Dimensions are 73-1/2" high x 30" wide x 31-1/2" deep.

For more information, or distributor referral, contact Bromley, 6 Bridlewood Road, Northbrook, IL 60062; (847)509-0240; fax (847)509-0242.

# WHAT'S NEW

## THE KING OF FIGHTERS '96



The saga of underworld turmoil continues with the release of SNK's *The King of Fighters '96*, another in the long running series of popular fighting games.

In the new game, Rugal is back to battle Goenitz, the new top dog, in a rematch to settle the score once and for all. Standing between him and his final match are eight teams of three including the team of Iori Yagami, Mature, and Vice. The final team represents the ultimate tour de force.

Building on the patented engine of its predecessors, *The King of Fighters '96* now includes more options than ever. With seven new fighters, plus the re-introduction of some old favorites, there are a total of 27 characters.

In the head-to-head mode, the combination of these 27 characters offers the player over 2,900 different team combinations. In addition, a Balance Adjustment Option is being introduced with this new game. Every player, from beginner to advanced, now has the ability to fine tune their hand-picked team for the ultimate in player control.

For more information, or distributor referral, contact SNK Corp., 20603 Earl St., Torrance, CA 90503; (310)371-7100; fax (310)371-0969.

## REDEMPTION REMOTE CONTROL BOATS

The Millennium Group announces its new state-of-the-art remote control boat system designed for family entertainment centers with features that include scoring, ticket dispensing, and much more.

The players activate cannons on the boats by pressing a fire button and shooting at a fort and other interactive targets. If a boat is in the proper proximity to the fort a hit is scored and 100 points are awarded to the player via a digital display on the player's console. The points equate to tickets dispensed.

To add realism and excitement, the guns on the ships light up in red and a synchronized, dual track, digital system plays the sound of the player's cannons shooting.

The system allows in-water charging, and each boat is equipped with a bilge pump, eliminating the need to remove the boats from the water to recharge batteries or to empty any accumulated water. The system is fully warranted for three seasons or 12 consecutive months.

For more information, or distributor referral, contact The Millennium Group, 1738 Hidden Creek Blvd., Orlando, FL 32807; (407)384-8913 or (800)990-2080; fax (407)384-8847.

## WILD BULL DART GAME

Paramount Technologies presents its *Wild Bull Electronic Bristle Board Dart Game* that can use either steel- or plastic-tipped darts.

The board uses a traditional bristle board, and any darts that are misscored can easily be corrected by the player after the dart is thrown or at the end of the player's turn. Plain plastic darts can achieve scoring accuracy above 90 percent, while steel and conductive plastic darts raise that figure to 99 percent.

Features include automatic scoring, automatic player change, 21 different games, play against the computer at eight different skill levels, easy-to-read scoring displays on the monitor/LED panel, and authentic Cricket X in a circle LED display.

Games available on the *Wild Bull* include 301, 501, 701, 1001, Open In/Open Out, Double In/Double Out, Open In/Double Out, Masters Out, Cricket, Cutthroat Cricket, Killer, Speedo, and Random.

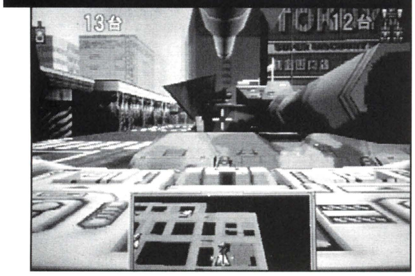
For more information, or distributor referral, contact Paramount Technologies, 100 W. Monroe St., Suite 705, Chicago, IL 60603-2595; (800)669-9597; fax (312)855-9598.

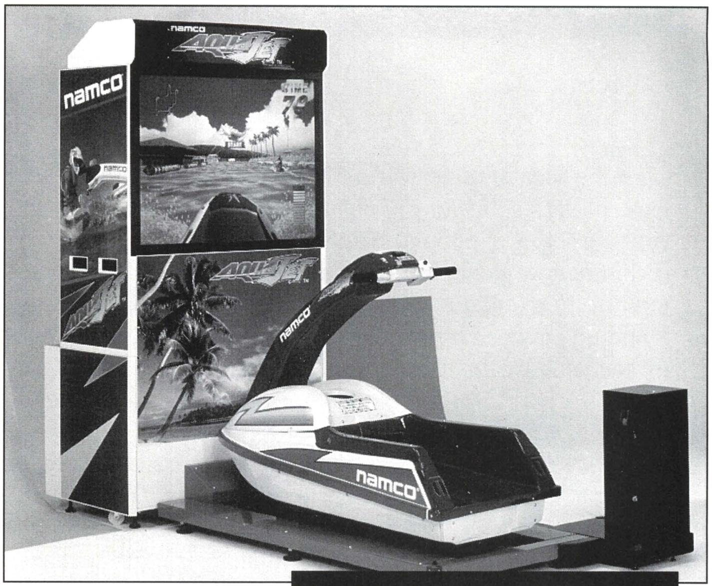
# WHAT'S NEW

Namco presents the newest additions to its line of high tech/high touch simulators, the jet ski game *Aqua Jet* and the intense head-to-head combat game *Tokyo Wars*.

*Aqua Jet* features CG graphics generated by Namco's Super System 22 which splash across the 50" screen. Game controls simulate actual jet ski action with players steering the machine by shifting their weight to the right or left. The sensation of the water's surface is felt through the bottom of the craft via an air spring control system.

**TOKYO WARS**





**AQUA JET**

Players select one of two courses, standard or expert, and each course has several checkpoints which award additional time to finish the race. The faster expert course is over two miles long, and players must make the most of each jump to continue the race and get to the next checkpoint.

The machine can "drift turn," allowing riders the best possible time around turns. As in the real thing, players can also submerge their crafts underwater in the expert mode. The craft blasts out of the water after plunging from a rapid waterfall. At other times the player makes use of their control handle to submerge underwater in order to avoid obstacles on top of the surface. Players can look for areas to avoid on the Namco's Web site (http://www.namco.com).

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One to four players can simultaneously play *Tokyo Wars* and choose to join together in different combinations or compete as a group against the CPU. Players join together in one of two armies, The Green Army or The White Army. They operate a white or green tank on either the Bay Area or Down Town battlefield depending upon their choice. The Bay Area is relatively small and simple, while the Down Town is complex and fast-paced.

Each tank is equipped with state-of-the-art controls including a highly-precisioned steering wheel, pressure sensitive control pedals, radar screen offering a bird's eye view of the battlefield, and an unlimited supply of ammunition. Two perspectives, first or third, are also available.

Players are jolted back with each firing of the tank's weapon, and superb sound effects reverberate through the platform. Once a player annihilates an enemy tank, a shield icon appears over the wreckage. Driving over the shield increases the player's power by 25 percent.

For more information, or distributor referral, contact Namco-America, 877 Supreme Dr., Bensenville, IL 60106; (708)238-2248; fax (708)238-9333.

# WHAT'S NEW

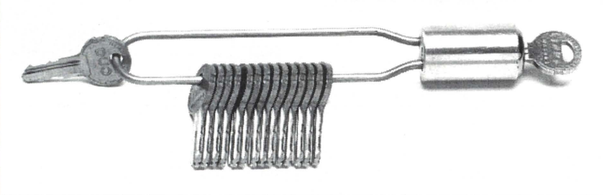
## KEY KOP II

Monarch offers its new compact locking key ring for developing an audit/security key control system. The Key Kop II features a stainless steel shackle, captured by an operator's choice of an Ace, Duo, or Medeco lock, recessed into a seamless solid aluminum body.

This all-American made product provides tamper-evident control over the keys contained on it, yet provides the proper authority the ability to easily recognize or rearrange the keys as needed.

The Key Kop II units may be keyed alike in large groups or keyed individually. The 3" shackle will hold more than 20 keys. The 5" will hold approximately 45 keys in an easy-to-handle manner. A premium 7" length will hold up to 60 keys, and there is also an 8", 12", and 18" cable version available which is appropriate for the secure storage of spare keys.

For more information, contact Monarch Tool & Manufacturing Co., 105 E. Fourth St., Covington, KY; (606)261-4421 or (800)462-9460; fax (606)261-7403.



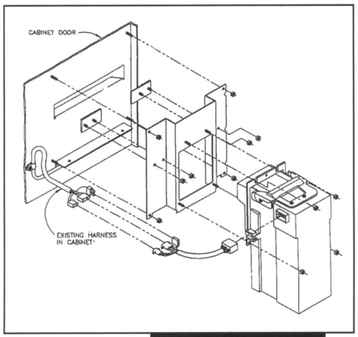
## CONSUMER ELECTRONICS REVIEW

The consumer electronics industry grew 10 percent to $62 billion in 1995, according to The Year in Consumer Electronics 1995, recently published by the Consumer Electronics Manufacturers Association (CEMA).

With the help of charts, graphs, and comprehensive text, The Year in Consumer Electronics 1995 reports on highlights, product developments, and emerging trends from that record-setting year. The book's statistical presentation tracks factory sales to dealers of consumer electronics products.

The review reveals the following facts: home office products shot up 23 percent to $22 billion, sales of home theater components rose 10 percent to $8 billion, sales of personal computers jumped 32 percent, and aftermarket autosound sales rose to an all-time high of $1.93 billion.

For more information, contact the Consumer Electronics Manufacturers Association, 2500 Wilson Blvd., Arlington, VA 22201-3834; (703)907-7674; fax (703)907-7690.



## ARDAC C-8000 UPDATE

A new upgrade kit for the Ardac C-8000 series dollar bill changers is now offered by Capital Vending. The kit replaces the old-style tray acceptor with a more reliable bill validator that offers improved security and a higher acceptance rate.

The kit includes a mounting plate and an adapter harness so there is no need for modifications to the changer. Kits are available for the following models of dollar changers: C8005, C8025, and C8090.

Installation time for the upgrade is typically 20 minutes. Complete instructions and new decals are included with the kit.

For further information, contact Capital Vending Inc., 13581 Virginia Manor Road, Laurel, MD 20707-6515; (301)419-3189; fax (301)419-3661.

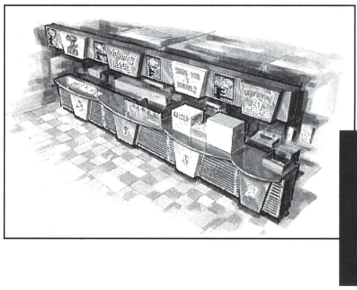
## PERKY'S FOOD COURTS

Perky's Foodservice Concepts Inc. has created stream-lined food court modules in response to the growing demands of FEC customers looking for more than just pizza. Operators need only snap together the complete turn-key food service program.

This new design features a complete cooking, serving, and preparation station for each menu item. The module can stand alone or be linked to create an environment of a food court setting. Stations feature Perky's Pizza, Sully's Subs, hot dogs, nachos, and beverages and are color coordinated and graphically enhanced.

In addition to these stations or modules, Perky's also offers fully developed programs from chicken wings, calzones, stromboli, dessert pizza, pretzels, cookies, cinnamon rolls, cheese sticks, onion rings, and more.

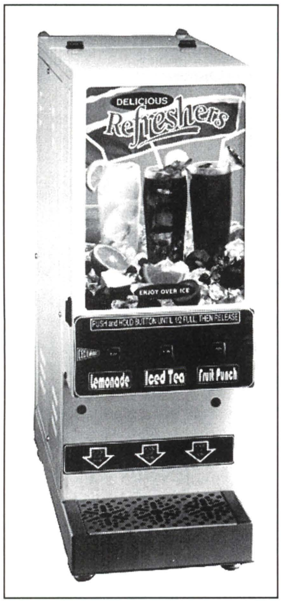
For more information, contact Perky's Foodservice Concepts Inc., 5402 E. Hanna Ave., Tampa, FL 33610; (813)626-6675; fax (813)626-5844.



# WHAT'S NEW

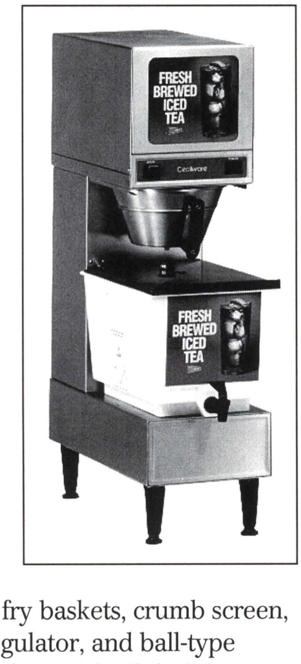
## CECILWARE PRODUCTS

Cecilware Corp. announces three new products including the Refresher line of cold beverage dispensers, a three-gallon Fresh Brewed Iced Tea system, and the Heavy Duty Gas Floor Model Fryer with a 40-pound fat capacity.

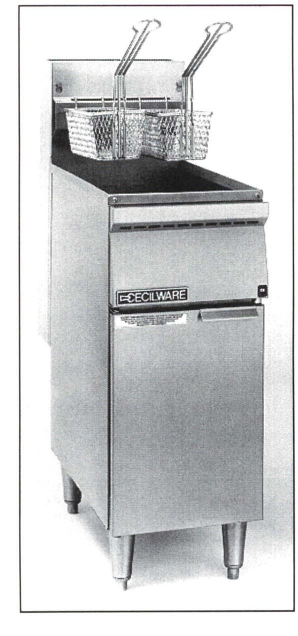


The Refreshers are available in two-, three-, or four-hopper variations and dispense 65 gallons of sugar-free or 12 gallons of sugar-based powdered lemonades or fruit drinks per hopper. It uses half the counter space required by bubbler machines, uses minimal electricity, and features an attractive lighted display.

Incorporating one tea brewer with a portable, modular dispenser, the iced tea machine enhances the capabilities by providing multiple serving stations. The dispenser comes with its own base and faucet assembly and is available with a lit display for easier visibility. Fresh brewed tea can be prepared with tea leaves or flow-through filter packs.



The highly-styled fryer is constructed with a steel unibody, stainless steel heat exchanger, and cast iron burners. It features automatic temperature controls, large foam area, fry baskets, crumb screen, pressure regulator, and ball-type drain valve for quick oil draining.



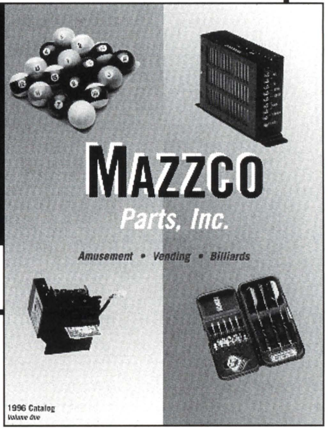
For more information, contact Cecilware Corp., 43-05 20th Ave., Long Island City, NY 11105-1295; (718)932-1414; fax (718)932-7860.

## MAZZCO CATALOG

Mazzco announces the release of its first parts catalog. The 36-page book contains parts for the amusement, vending, and billiard industries.

Included are many new items such as power supplies, speakers, Magliner hand trucks, vinyl, coffee filter paper, and vending parts for Automatic Products, National Vendors, RMI, and Rowe.

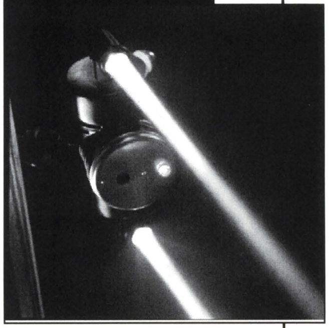
For more information, contact Mazzco, 9701 Cary, Schiller Park, IL 60176; (800)292-4491; fax (847)671-2349.



## LASER STORM REACTOR POD

Laser Storm introduces a new adversary to its game, the Reactor Pod, which delivers non-stop action allowing players to score additional points by deactivating them.

However, the pods can fire back, deactivating players when they least expect it. The Reactor Pod is programmable through Laser Storm's Stormtrak computer system, and operators can decide the amount of time which elapses between the dormant and active periods.



When the pod is ready to fire, a rapid and vibrant lighting effect signals a warning. Operators also have the option of adding several pods to increase the challenge of the game. Each pod is themed in keeping with the overall look of the arena.

For more inform, contact Laser Storm, 7808 Cherry Creek South Drive, Denver, CO 80231; (303)751-8545 or (800)927-4273; fax (303)751-8546. ▲

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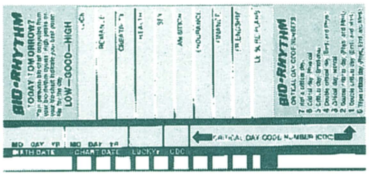

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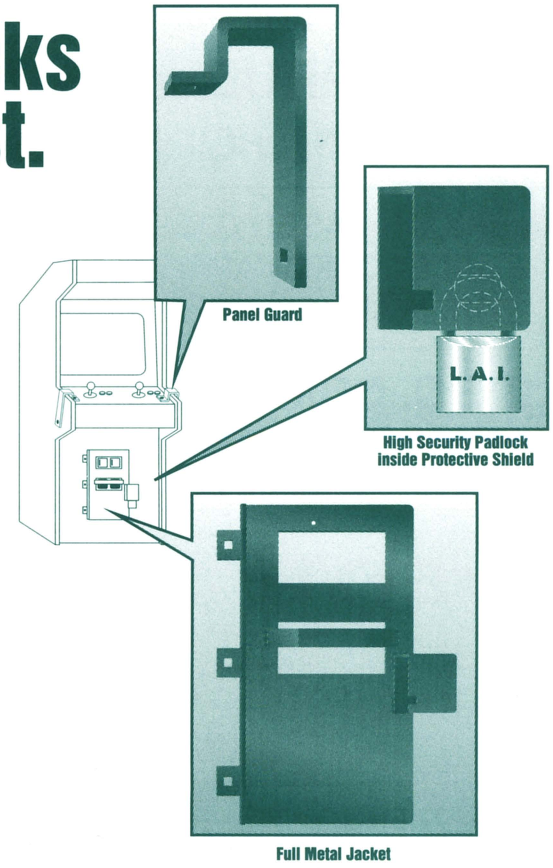
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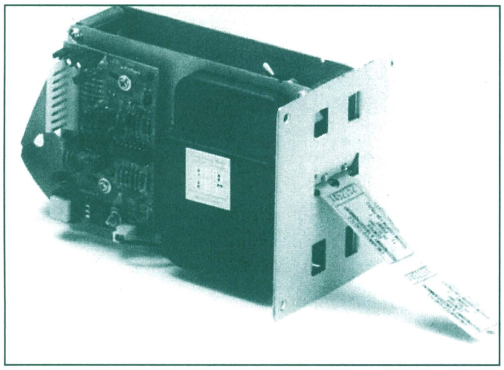

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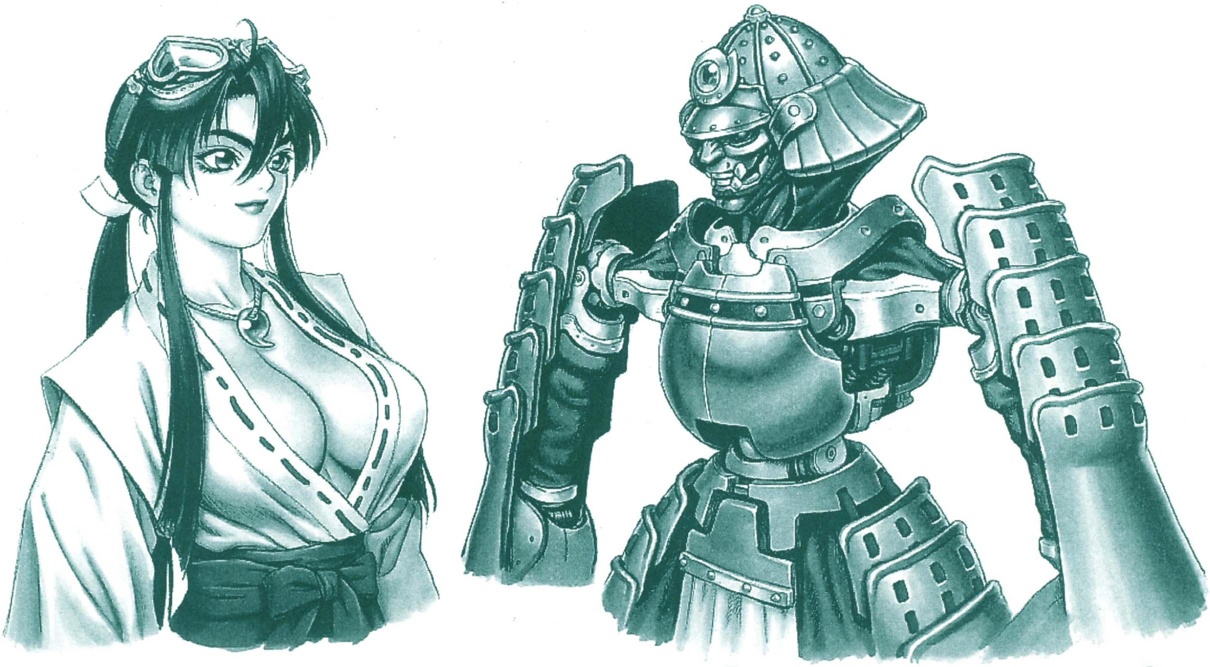

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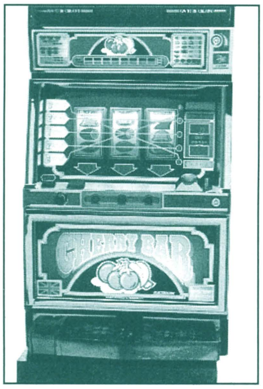

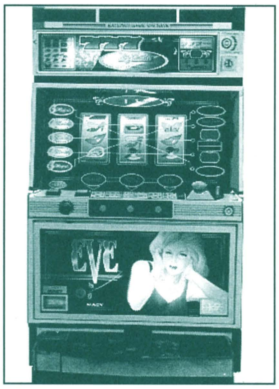

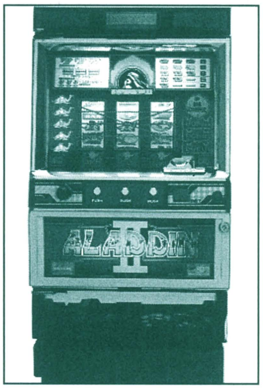

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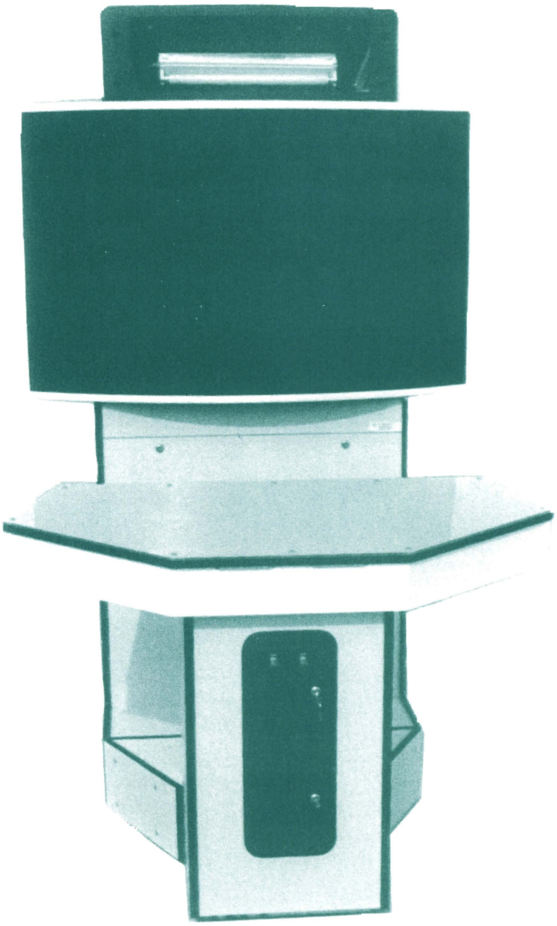

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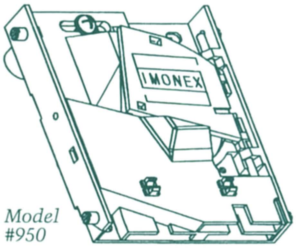

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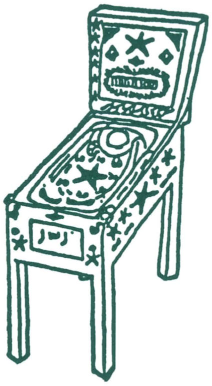

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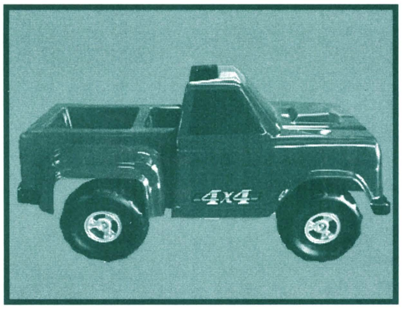

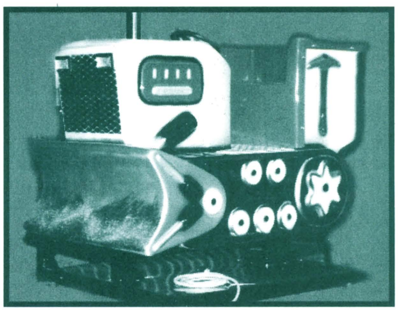

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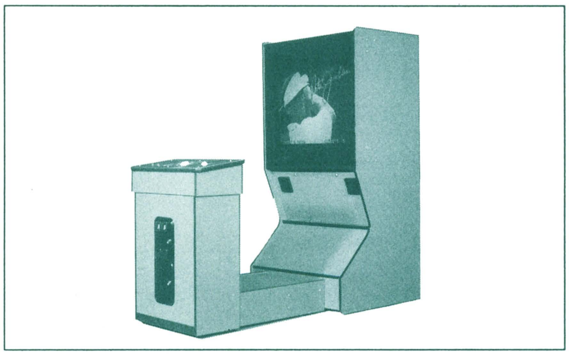

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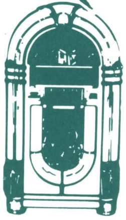

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| **NOVEMBER** | **16** DALLAS / MESQUITE, TEXAS<br>800 Big Town Mall<br>Mesquite, TX Expo Hall | **23** FULLERTON, CALIFORNIA<br>2116 E. Walnut Ave.<br>Fullerton, CA | | |
| **DECEMBER** | **7** MIAMI, FLORIDA<br>1787 N. W. 79 Avenue<br>Miami, Florida | **14** FULLERTON, CALIFORNIA<br>2116 E. Walnut Ave.<br>Fullerton, CA | **21** SAN JOSE, CALIFORNIA<br>Santa Clara Fairground<br>Gateway Hall, 344 Tully Rd.<br>San Jose, CA | |

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1. Just bring your coin/op game room equipment to the Auction Site of your choice the Friday before the Auction. Our Staff will help unload your equipment from 10 A.M. until 10 P.M.
2. Our staff will check in your equipment and assign each item an inventory number. You sign the Auction paper work and are issued an inventory receipt for all your equipment.
3. The Auction is held the next day, Saturday. After the Auction is concluded and all funds are collected for your equipment, you are immediately paid, after commission. If you cannot attend the Auction, funds will be mailed to you immediately.

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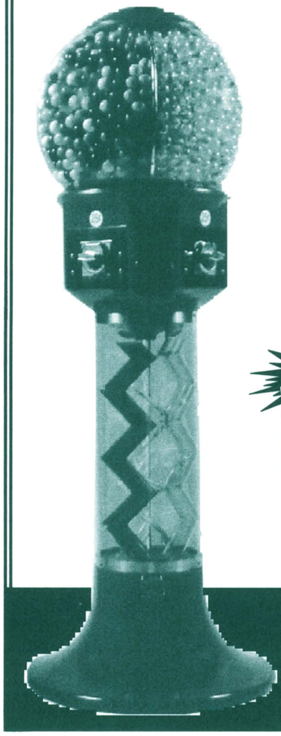

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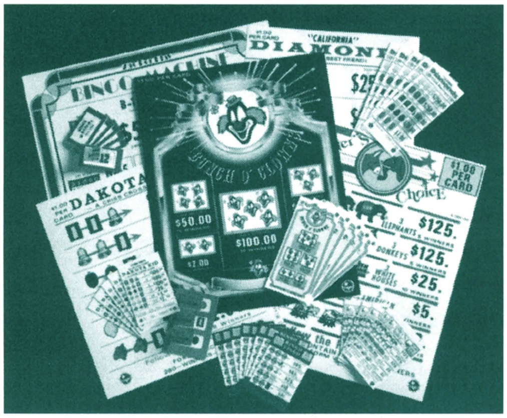

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# US Amusement Auction

# FALL 1996 CALENDAR

## September

### 7
### Indianapolis, IN
Our Land Pavilion
Indiana State Fairgrounds
1202 East 38th Street
Cellular: 317-432-7626
At Reorder Tone Dial: 502-551-1866

### 14
### Columbus, OH
Buckeye Building
Ohio State Fairgrounds
17th Avenue & I-71 Exit 111
Cellular: 614-271-7626
At Reorder Tone Dial: 502-551-1866

### 21
### Des Moines, IA
University and East 30th Street
Iowa State Fairgrounds

*For information call*
**Tom Rhoades**
515-774-8424

### 28
### Kansas City, KS
Wyandotte County Fairgrounds
1405 North 98th Street

*For information call*
**Tom Rhoades**
515-774-8424

## October

### 10 thru 12
### FUN Expo '96
Las Vegas, NV
• Not An Auction •
Visit Us At Our Booth

### 19
### Indianapolis, IN
Our Land Pavilion
Indiana State Fairgrounds
1202 East 38th Street
Cellular: 317-432-7626
At Reorder Tone Dial: 502-551-1866

### 26
### Tampa, FL
Florida State Fairgrounds
Interstate 4 to Orient Road Exit
Cellular: 813-690-7626
At Reorder Tone Dial: 502-551-1866

## November

### 9
### Columbus, OH
Buckeye Building
Ohio State Fairgrounds
17th Avenue & I-71 Exit 111
Cellular: 614-271-7626
At Reorder Tone Dial: 502-551-1866

Collector's Auctions

### 16
### Chicago, IL

Collector's Auctions

**Ramada Inn - O'Hare**
**6600 N. Manhiem Road, Rosemont, IL**
***6th Annual Pinhead Collector's Auction in association with Pinball Expo '96.***
Attendance info. Contact: Rob Berk at 1-800-323-3547
A 10% Buyers Premium will be applied.

### 23
### Kansas City, KS
Wyandotte County Fairgrounds
1405 North 98th Street

*For information call*
**Tom Rhoades**
515-774-8424

### 30
### Des Moines, IA
University and East 30th Street
Iowa State Fairgrounds

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## December

### 7
### Cedar Rapids, IA
Hawkeye Downs

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Video Games • Pinball Machines • Darts • Kiddie Rides • Juke Boxes
Pool Tables • Redemption Games

**All Auctions Begin At 10:00 a.m. Local Time**

## Auction Information

- All auctions begin at 10 am local time.
- To consign games for sale: bring to the Auction site on the Friday before the auction between 9 am and 9 pm.
- Inspection: day of sale 9-10 am.
- Removal of all equipment by midnight day of sale.
- Please, no cigarette machines or candy machines older than two years.
- Phone numbers listed for auctions are for Friday and Saturday only.
- Contact Ric Stephen 812-333-9939 for special hotel rates.

## Terms & Conditions

**Acceptable Payment** – Cash, Cashiers Check, Travelers Check, Personal or Company Check with Irrevocable Bank Letter of Guarantee, Visa, MasterCard or Discover.
***4% Buyers Premium***
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## For further information contact:

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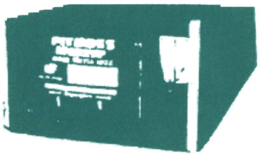

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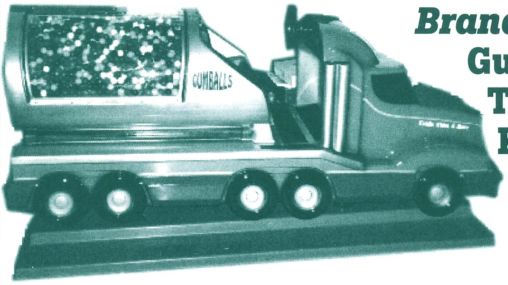

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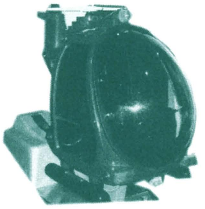

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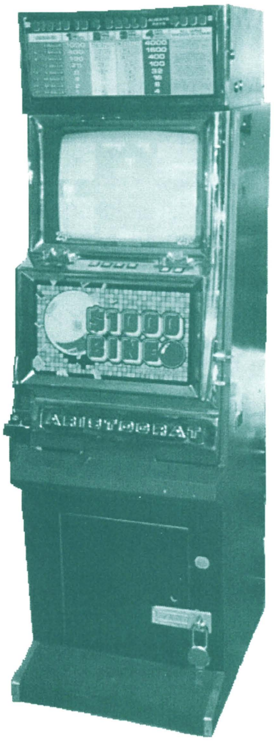

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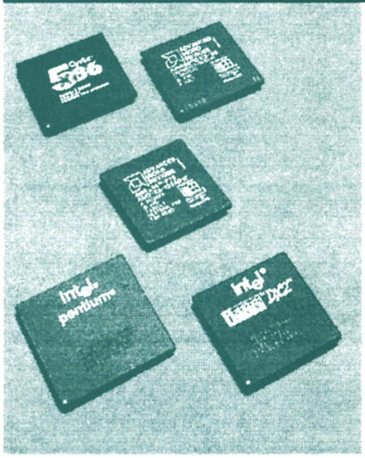

| | |
|---|---|
| 486 DX2/66 AMD | $17.00 |
| 486 DX4/100 AMD | 35.00 |
| 486 DX4/120 AMD | 39.00 |
| AMD 586-133 | 45.00 |
| Cyrix 586/120 | 65.00 |
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## Motherboards

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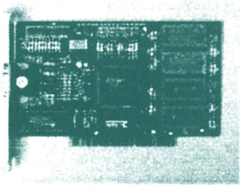
| 586 PCI/ISA Intel Endeavor<br>with SB Pro Vibra 16 Audio | 229.00 |
| 586 PCI/ISA Intel Atlantis<br>with Crystal Audio/ATI Mach64 | 295.00 |
| 686 PCI/ISA w/512K pipeline cache | 175.00 |
| Pentium Pro Intel Venus | 395.00 |

## Video Cards



| | |
|---|---|
| Trident 64 Bit PCI 1 meg | $59.00 |
| Trident 64 Bit PCI 2 meg | 89.00 |
| Trident 64 Bit PCI<br>with 2 meg EDO | 99.00 |
| Diamond Stealth 64 Bit PCI<br>with 2 meg | 115.00 |

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| 3 Com 3c509 BNC | $55.00 |
| Intel Ether Express | 65.00 |

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|---|---|
| 28.8 Practical Peripherals | $139.00 |
| 33.6 US Robotics, Sportster Vi voice mail | 179.00 |
| 28.8 Motorola Modem Surfer | 119.00 |
| 14.4 Megahertz PCMCIA | 89.00 |

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| 15" Trumpet/.28 dpi | 325.00 |
| 17" OptiQuest/.28 dpi | 625.00 |

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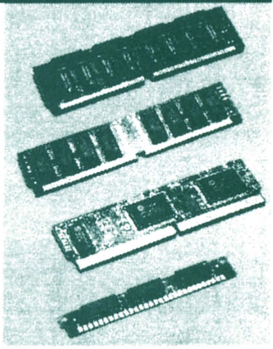
## Memory



| | |
|---|---|
| 1 x 32 (4 meg) no parity | $29.00 |
| 2 x 32 (8 meg) no parity | 49.00 |
| 4 x 32 (16 meg) no parity | 99.00 |
| 8 x 32 (32 meg) | 219.00 |
| 1 x 36 (4 meg) w/parity | 45.00 |
| 2 x 36 (8 meg) w/parity | 75.00 |
| 4 x 36 (16 meg) w/parity | 125.00 |
| 1 x 32 EDO (4 meg) | 39.00 |
| 2 x 32 EDO (8 meg) | 59.00 |
| 4 x 32 EDO (16 meg) | 105.00 |
| 8 x 32 EDO (32 meg) | 225.00 |

## *Hard Drives

| | |
|---|---|
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| 1.6 GB Western Digital | 239.00 |
| 2.0 GB Seagate | 279.00 |
| 2.5 GB Western Digital | 339.00 |
| 1.2 GB Seagate | 189.00 |

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|---|---|
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| 6X Speed CD-ROM Teac | 99.00 |
| 8X Sony | 119.00 |
| 60 watt Speakers | 29.00 |
| 160 watt Speakers | 59.00 |

## Sound Cards

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|---|---|
| Sound Blaster Pro PnP w/ IDE | $79.00 |
| Media Sound PnP | 49.00 |

## Tape Backup

| | |
|---|---|
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| 800 External with tape | 199.00 |
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## Miscellaneous

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|---|---|
| Keyboard (Mitsumi) | $15.00 |
| Mouse (Mitsumi) | 10.00 |
| Mini-mid Tower Case | 49.00 |
| Mid Tower Case | 85.00 |
| ATX Pentium Pro Case w/300 watt pwr supply | 125.00 |
| CD-R media | 10.00 |

*Prices reflect dealer discount for quantities of five or more. Please add an additional $5.00 per item for lesser quantities. All prices listed here on this page are subject to change without notice.

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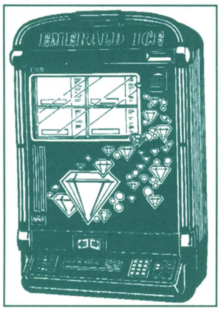

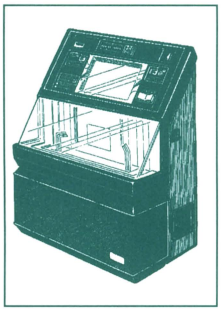

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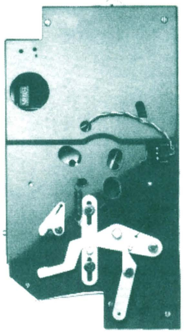

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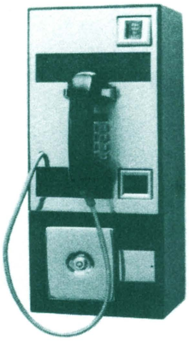

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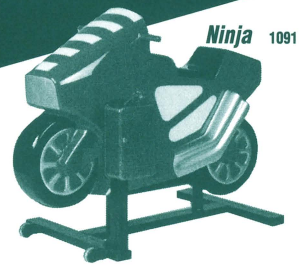
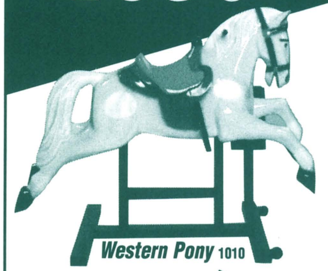


*Ninja* 1091



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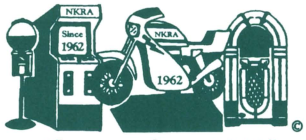

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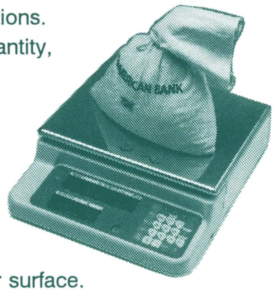

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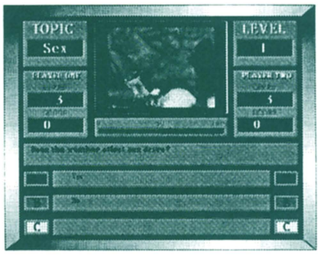

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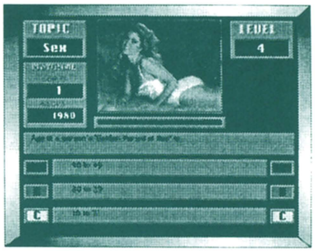

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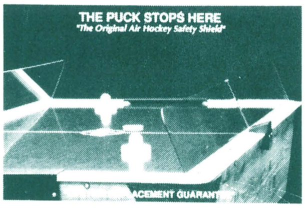

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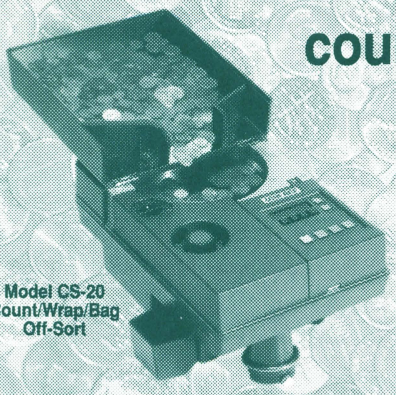

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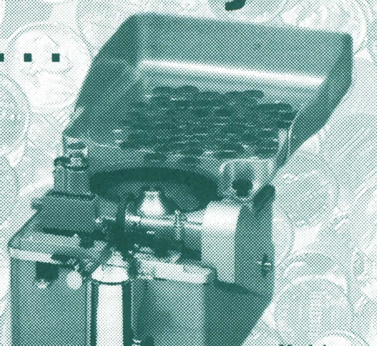

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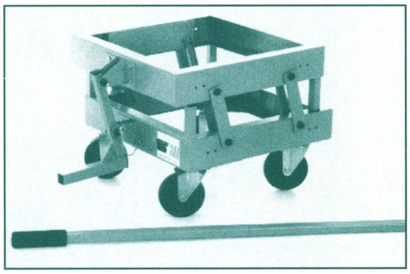

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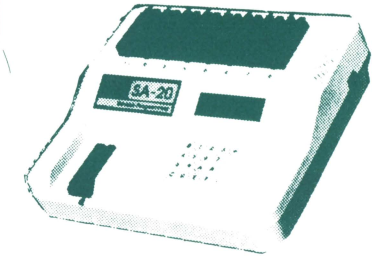

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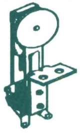

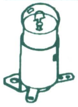

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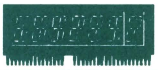

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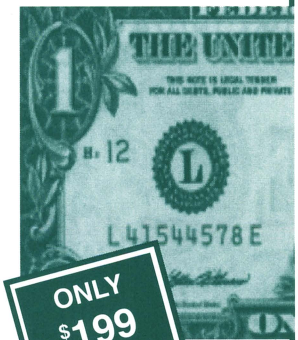

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**September 30-October 3**

World Gaming Congress & Expo, Las Vegas Convention Center, Las Vegas, Nev. Contact Alan Liebensohn, (212)594-4120; fax (212)714-0514.

**October 9-12**

6th Fun Expo, Sands Expo and Convention Center, Las Vegas, Nev. Contact Bailey Beeken, (914)993-9200; fax (914)993-9210.

**October 19-20**

Orlando Collectors Expo, Orlando Florida Fairgrounds. Contact Chip Nofal, phone or fax, (904)928-0666.

**October 19-21**

World Waterpark Association Trade Show, Broward County Convention Center, Ft. Lauderdale, Fla. Contact Patty Miller, (913)599-0300; fax (913)599-0520.

**October 27-28**

Amusement and Music Operators of Virginia Convention and Trade Show. Contact Bill Carnohan, (804)748-2092.

**October 29-31**

Amusement Industry Expo, I-X Center, Cleveland, Ohio. Call (216)265-2619; fax (216)265-2621.

**October 31-November 2**

National Automatic Merchandising Association National Convention and Trade Show, America's Center, St. Louis, Mo. Contact NAMA, (312)346-0370; fax (312)704-4140.

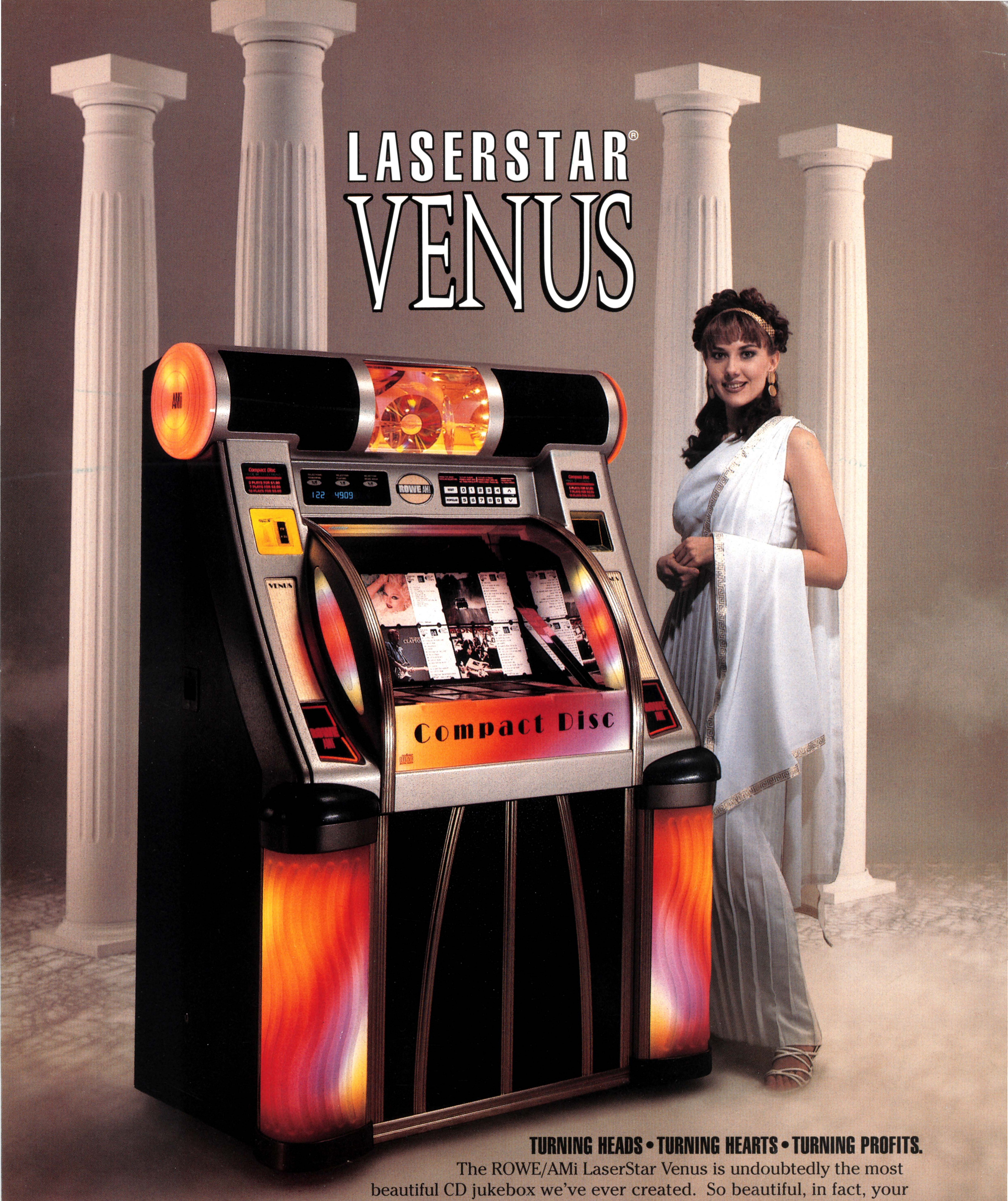
**November 7-9**

AMOA-NDA 3rd Annual Singles and Doubles Championships, Adams Mark Hotel, Indianapolis, Ind. Contact Mike Smythe, (800)808-9884 or (317)387-1299; fax (317)387-0999.

*For international events, see page 42*

# AD INDEX

Acclaim/ Lazer-Tron . . . 31
Advanced Games & Engineering . . . 113
ALD Services . . . 79
American Changer . . . 101
American Vending Sales . . . 95
Antique Apparatus/ Rock-Ola . . . 13
Arachnid . . . 65
Aristo . . . 11
Asahi Seiko . . . 69
Astro Distributing/ Phoenix Games . . . 90
Atari Games . . . Cover 4
Atlas Distributing . . . 96
ATM Distributing . . . 151
Betson Enterprises . . . 137
Bob's Space Racers . . . 55
Brady Distributing . . . 131
BWB Newark . . . 109
C.A. Robinson . . . 75
Cadillac Jack . . . 47,127
Cadillac Plastics . . . 89
Capcom . . . 9
Cash Code . . . 5
Central Distributing . . . 19
Chicago Lock . . . 150, 155
Coin ConneXion . . . 29
Data East . . . 45
Deltronic Labs . . . 8
Dynamo . . . 18
Falgas USA . . . 97
Fun Merchants . . . 103
Gametime . . . 152
Greater America Distributing . . . 126
Greater Southern Dist. Co. . . . 67
Hahaho Games . . . 77
Happ Controls . . . 141
Hoffman & Hoffman . . . 138
IAAPA . . . 87
ICE . . . 6-7
Imagination Leisure . . . 37
Imperial International . . . 34, 48
Incredible Technologies . . . 51
Island Design . . . 17
Just Kiddie Rides . . . 53
JVL . . . 99
Kevin Sharp Enterprises . . . 117, 119
Kiddie Rides USA . . . 27
King Plush . . . 73
Konami . . . 59, 125
LA East . . . 161
Leisure Expo . . . 145
LT Coin . . . 42
Mali & Co. . . . 162
Master Pitching Machine . . . 162
Master Sales . . . 32
Mayoni Enterprises . . . 116, 168
Merit Industries . . . 81, 83
Micro Manufacturing . . . 39, 92-93
Mission Crane . . . 63
Mondial Distributing . . . 102
Mt. Coin Distributors . . . 149
Muncie Novelty . . . 52
Music Vend/ Dunis. . . . 80
Namco-America . . . 23
National Ticket . . . 129
New Orleans Novelty . . . 155
NSM- America . . . 57, 61
One Stop Toy Co. . . . 182
Operators Distributing . . . 132
P&E Technologies . . . 186
Photo Vend . . . 49
Pin Cart . . . 8
Playcraft Industries . . . 35
Playfair Shuffleboard . . . 143
Plush Appeal . . . 107
Preimer Data Corp. . . . 41
Prizes! . . . 121, 123
Rainbow Crane . . . 91
Randy Fromm's Arcade School . . . 169
Rhode Island Novelty . . . 10
Roger Williams Mint . . . 135
Rowe International . . . Cover 3
S&B Entertainment . . . 159
Scan Coin . . . 168
Sega . . . Cover 2
Sega Pinball . . . 66A&B
Seidel Amusement Machine Co. . . . 115
Silent Partner . . . 177
Skee-Ball . . . 26
Smart . . . 70, 71
Southgate Distributing . . . 100
State Sales & Service . . . 130
Success Plush . . . 98A&B
Thomson Entertainment . . . 43
Ultrazone . . . 74
Valley Recreation . . . 111
Van Brook of Lexington . . . 167, 171
Williams Electronics . . . 15, 105
World Wide Distributors . . . 98



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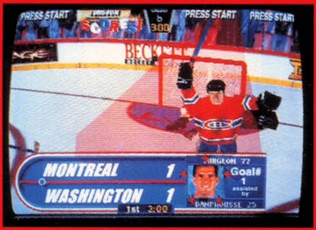

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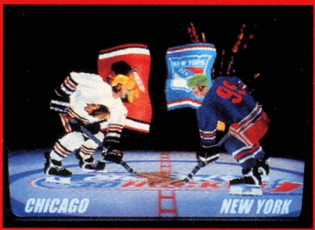

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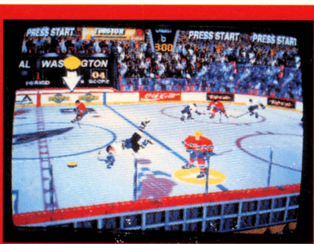

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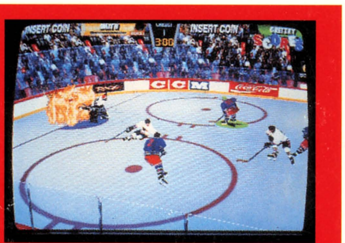

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